86-01

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

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NOTICE: The unadjusted and adjusted monthly retail sales and inventories estimates have been revised using the results from the 1984 Annual Retail Trade Survey. Beginning with this publication, seasonal factors to adjust sales and inventories are developed each month using all available unadjusted estimates.

Sales: Total sales for all retail stores in the United States during January 1986 were estimated to be $117.0 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated January 1986 sales indicated no statistically significant change from December 1985, but were 5.9 percent higher than January 1985.

The year-to-year gains for January were led by durable goods stores, which, as a group, were 8.9 percent above the January 1985 level. Sales for nondurable goods stores were 4.1 percent higher than those of a year ago. The major retail categories with the largest increases over last year were the building materials group stores, up 18.3 percent; furniture stores, up 13.3 percent; and apparel and accessory stores and drug and proprietary stores, both up 7.2 percent.

Based on unadjusted data, the New England Division paced the divisions with an increase over last year of 12.8 percent, followed by the Middle Atlantic Division with an increase of 8.5 percent. For the States published in table 6 of this report, Tennessee showed the largest gain over January 1985, up 14.1 percent, followed by Massachusetts, up 12.5 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $167.8 billion at the end of January, up 1.5 percent from December and 5.6 percent from January of last year.

Durable goods increased 2.2 percent from the previous month and were 8.4 percent above January 1985. Nondurable goods inventories increased 0.8 percent from December and 2.8 percent from January of last year.

The total inventories/sales ratio for January based on seasonally adjusted data was 1.43, up 0.02 from the previous month but down 0.01 from January of last year.

Figure 1.

Retail Sales

Month – to – Month Percent Change*

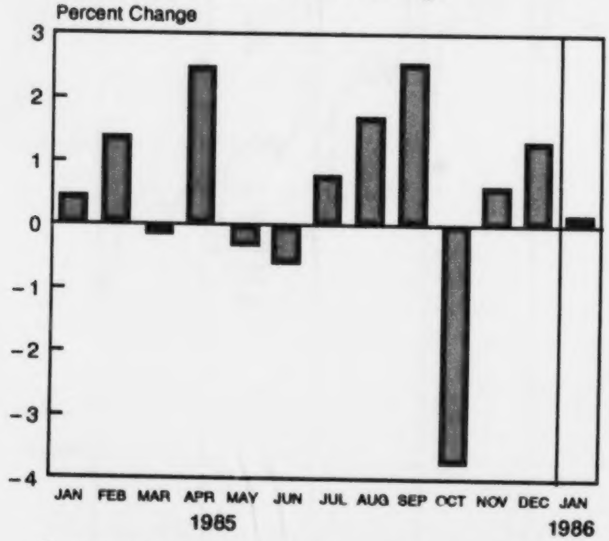
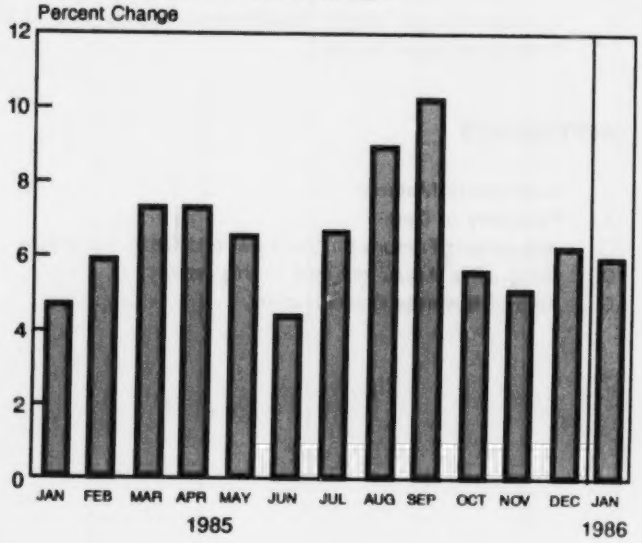


Figure 2.

Retail Sales

Year – to – Year Percent Change*



* (DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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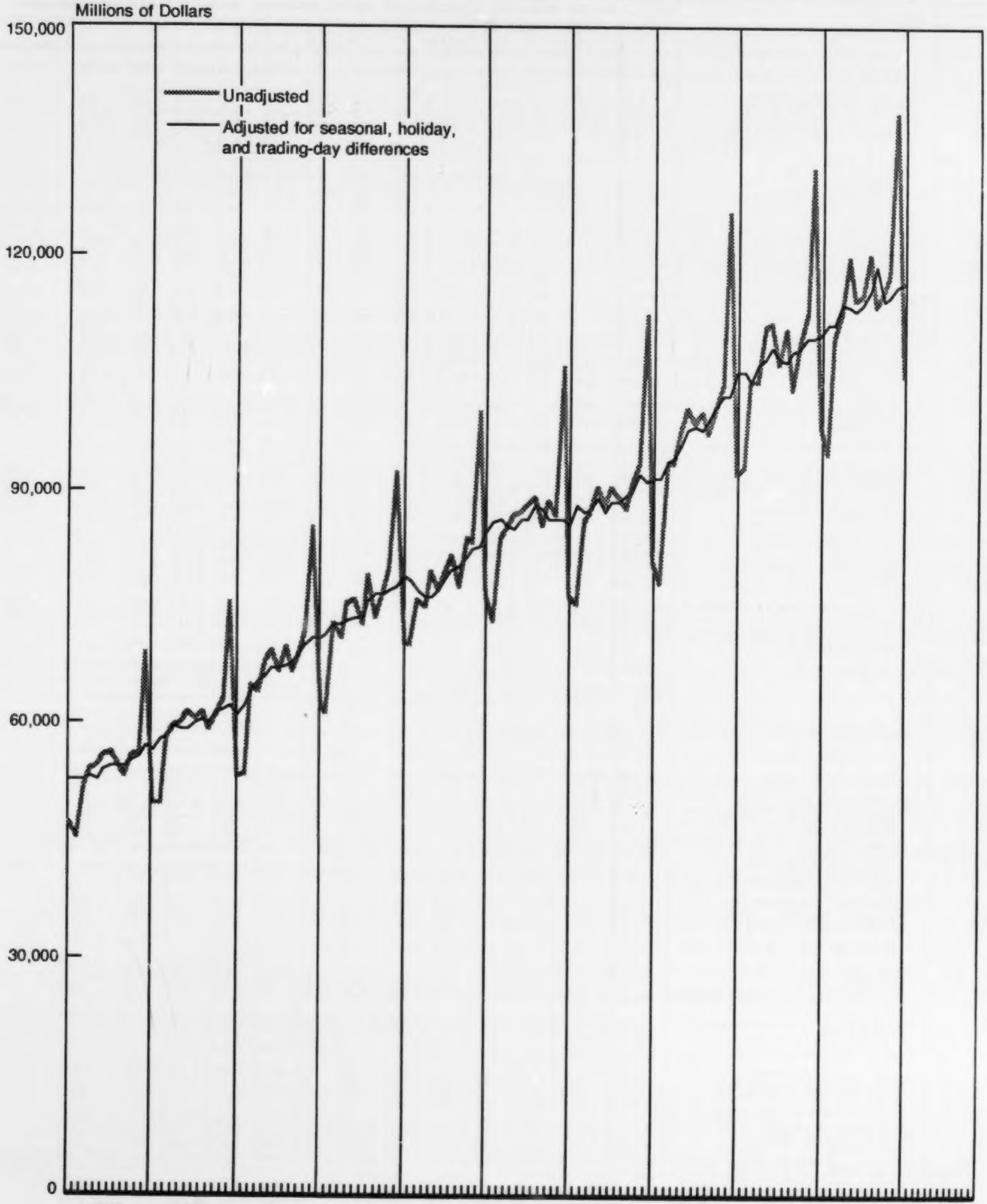

Table 1. Estimated Monthly Retail Sales, by Kind of Business

SIC CODE	KIND OF BUSINESS	1986	1985												
		JAN.[P]	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
		DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES													
	RETAIL TRADE, TOTAL	105,197	98,466	95,336	109,934	112,945	120,188	114,777	115,225	120,772	113,842	115,750	118,060	138,646	1,373,941
	TOTAL (EXCL. AUTO. GROUP)	81,417	76,567	72,828	83,336	85,109	90,353	87,005	87,134	92,265	85,298	90,743	94,957	115,553	1,061,148
	DURABLE GOODS, TOTAL	38,973	35,453	35,354	41,444	43,816	47,158	44,592	44,919	46,053	45,165	42,787	41,120	46,346	514,207
52	BLDG. MAT., HARDWARE, GARDEN SUPPLY & MOBILE HOME DEALERS	5,390	4,523	4,225	5,312	6,463	7,112	6,835	6,973	6,899	6,541	6,950	6,236	5,993	74,062
521,3,5	BLDG. MAT., SUPPLY, HARDWARE	4,815	4,022	3,735	4,697	5,552	6,100	5,913	6,062	6,082	5,741	6,236	5,491	5,302	64,933
521,3	BLDG. MAT., & SUPPLY STORES	4,026	3,269	3,075	3,886	4,595	5,051	4,927	5,100	5,113	4,857	5,212	4,538	4,218	53,841
525	HARDWARE STORES	789	753	660	811	957	1,049	986	962	969	884	1,024	953	1,084	11,092
55 EX 554	AUTOMOTIVE DEALERS	23,780	21,899	22,508	26,598	27,836	29,835	27,772	28,091	28,507	28,544	25,007	23,103	23,093	312,793
551,2,5,6,7,9	MOTOR VEHICLE AND MISC. AUTOMOTIVE DEALERS	22,006	20,204	20,967	24,688	25,732	27,670	25,629	25,883	26,333	26,519	22,811	20,938	21,054	288,428
551,2	MOTOR VEHICLE DEALERS	21,063	19,356	19,802	23,054	23,694	25,555	23,661	24,236	24,842	25,135	21,691	19,935	20,080	271,041
551	MOTOR VEH. (FRANCHISED)	20,351	18,642	19,013	22,163	22,623	24,526	22,600	23,216	23,829	24,190	20,792	19,192	19,442	260,228
553	AUTO & HOME SUPPLY STORES	1,774	1,695	1,541	1,910	2,104	2,165	2,143	2,208	2,174	2,025	2,196	2,165	2,039	24,365
57	FURNITURE,HOME FURN.&EQUIP STRS	5,600	4,950	4,705	5,243	5,095	5,465	5,381	5,457	5,816	5,509	5,983	6,406	8,102	68,112
571	FURNITURE & HOME FURN. STORES	3,073	2,681	2,600	2,934	2,873	3,115	3,014	3,036	3,277	3,033	3,245	3,422	3,693	36,923
5712	FURNITURE STORES	1,882	1,697	1,639	1,845	1,774	1,936	1,877	1,857	2,034	1,872	1,983	2,130	2,271	22,915
5722,32	HOUSEHOLD APPLIANCE,RADIO & TV	2,100	1,921	1,764	1,934	1,871	1,981	2,004	2,057	2,138	2,058	2,298	2,533	3,675	26,234
5722	HOUSEHOLD APPLIANCE STORES	679	614	565	621	608	692	706	755	736	696	778	785	1,016	8,572
5944	JEWELRY STORES	718	623	700	698	688	898	775	711	793	759	819	1,065	2,677	11,206
	NONDURABLE GOODS, TOTAL	66,224	63,013	59,982	68,490	69,129	73,030	70,185	70,306	74,719	68,677	72,963	76,940	92,300	859,734
53	GENERAL MDSE. GROUP STORES	9,369	9,084	9,264	11,811	12,331	13,236	12,343	11,488	13,513	12,027	13,217	16,422	24,720	159,456
531,9	DEPT. STORES, MISC. GEN. MDSE	8,819	8,541	8,697	11,115	11,595	12,484	11,648	10,814	12,761	11,357	12,522	15,647	23,376	150,557
531	DEPARTMENT STORES	7,985	7,629	7,769	9,984	10,408	11,171	10,447	9,717	11,436	10,154	11,216	13,910	20,903	134,744
539	MISC. GEN. MDSE. STORES	834	912	928	1,131	1,187	1,313	1,201	1,097	1,325	1,203	1,306	1,737	2,473	15,813
533	VARIETY STORES	550	543	567	696	736	752	695	674	752	670	695	775	1,344	8,899
54	FOOD STORES	23,770	22,344	20,352	23,149	22,731	24,368	23,601	24,148	24,837	22,753	23,709	24,297	25,409	282,198
541	GROCERY STORES	22,566	21,140	19,640	21,785	21,342	22,952	22,287	22,832	23,473	21,515	22,408	22,964	23,765	266,103
546	RETAIL BAKERIES	309	302	311	341	324	340	336	319	333	321	339	352	376	3,994
554	GASOLINE SERVICE STATIONS	8,056	7,836	7,063	7,947	8,348	8,794	8,774	9,070	9,005	8,380	8,647	8,285	8,618	100,767
56	APPAREL & ACCESSORY STORES	4,640	4,331	4,146	5,380	5,603	5,707	5,297	5,073	6,172	5,491	5,881	6,809	9,783	69,673
561	MENS&BOYS CLOTHING,FURNISHINGS	543	556	482	579	660	696	664	567	645	600	691	854	1,342	8,336
562,3,8	WOMEN'S CLOTHING SPEC. FURRIERS	1,994	1,807	1,776	2,284	2,323	2,388	2,162	2,180	2,509	2,360	2,534	2,835	3,963	29,121
562	WOMENS READY-TO-WEAR	1,701	1,570	1,545	2,049	2,101	2,130	1,948	1,969	2,252	2,128	2,252	2,487	3,444	25,875
565	FAMILY CLOTHING STORES	1,134	1,046	1,022	1,359	1,390	1,445	1,368	1,314	1,748	1,391	1,500	1,864	2,885	18,332
566	SHOE STORES	737	732	673	924	996	956	876	774	998	892	898	948	1,190	10,857
58	EATING AND DRINKING PLACES	10,205	9,550	9,327	10,813	10,843	11,560	11,514	11,673	11,979	10,987	11,307	10,754	10,728	131,035
5812	EATING PLACES	9,395	8,762	8,585	9,984	10,012	10,704	10,668	10,833	11,164	10,185	10,471	9,940	9,894	121,202
5812 PT.	RESTAURANTS,LUNCHROOMS, CAFE	5,710	5,399	5,334	6,176	6,181	6,568	6,475	6,569	6,777	6,340	6,522	6,127	6,012	74,480
5812 PT.	REFRESHMENT PLACES	3,594	3,283	3,158	3,717	3,731	4,003	4,062	4,154	4,264	3,723	3,819	3,682	3,749	45,345
5813	DRINKING PLS. (ALCOHOLIC BEV)	810	788	742	829	831	856	846	840	815	802	836	814	834	9,833
591	DRUG & PROPRIETARY STORES	3,882	3,599	3,483	3,683	3,703	3,803	3,675	3,726	3,866	3,595	3,863	3,832	5,186	46,014
592	LIQUOR STORES	1,354	1,349	1,230	1,363	1,375	1,447	1,450	1,514	1,532	1,491	1,430	1,544	2,077	17,802
596	NONSTORE RETAILERS[1]	2,086	2,062	1,957	2,154	2,169	2,151	1,919	2,007	2,120	2,194	2,830	2,800	2,587	26,950
5961 PT.	MAIL-ORDER HOUSES (DEPARTMENT STORE MERCHANDISE)	259	351	291	364	397	384	317	341	357	336	457	494	461	4,550
53, 56, 57, 594	GAF, TOTAL[2]	22,682	21,353	21,000	25,583	26,249	27,953	26,476	25,253	29,166	26,367	28,627	33,946	50,548	342,521
		DATA, IN MILLIONS OF DOLLARS, ADJUSTED FOR SEASONAL VARIATIONS HOLIDAY AND TRADING-DAY DIFFERENCES													
	RETAIL TRADE, TOTAL	116,982	110,511	111,960	111,857	114,519	114,232	113,599	114,430	116,276	119,118	114,785	115,433	116,861	
	TOTAL (EXCL. AUTO. GROUP)	90,615	85,848	86,813	86,888	88,272	88,048	87,520	88,280	88,954	89,328	89,720	90,144	90,697	
	DURABLE GOODS, TOTAL	44,278	40,644	41,310	41,283	42,980	42,787	42,444	42,768	44,209	46,748	42,355	42,631	43,882	
52	BLDG. MAT., HARDWARE, GARDEN SUPPLY & MOBILE HOME DEALERS	6,935	5,860	5,797	5,954	6,352	6,005	5,963	6,147	6,209	6,226	6,409	6,456	6,641	
521,3	BLDG. MAT., & SUPPLY STORES	5,135	4,207	4,195	4,342	4,637	4,400	4,341	4,412	4,529	4,493	4,679	4,683	4,882	
525	HARDWARE STORES	934	893	881	902	934	900	894	906	937	936	1,012	941	940	
55 EX 554	AUTOMOTIVE DEALERS	26,367	24,663	25,147	24,969	26,247	26,184	26,079	26,150	27,322	29,790	25,065	25,289	26,164	
551,2,5,6,7,9	MOTOR VEHICLE AND MISC. AUTOMOTIVE DEALERS	24,316	22,701	23,194	22,944	24,184	24,145	24,065	24,145	25,296	27,740	23,018	23,187	24,117	
553	AUTO & HOME SUPPLY STORES	2,051	1,962	1,953	2,025	2,063	2,039	2,014	2,005	2,026	2,050	2,047	2,102	2,047	
57	FURNITURE,HOME FURN.&EQUIP STRS	6,020	5,314	5,501	5,484	5,468	5,670	5,571	5,590	5,677	5,796	5,884	5,909	6,012	
571	FURNITURE & HOME FURN. STORES	3,287	2,867	3,037	3,006	2,983	3,081	3,057	3,085	3,118	3,137	3,123	3,160	3,211	
5722,32	HOUSEHOLD APPLIANCE,RADIO & TV	2,275	2,072	2,078	2,082	2,100	2,187	2,116	2,103	2,149	2,239	2,307	2,301	2,348	
	NONDURABLE GOODS, TOTAL	72,704	69,867	70,650	70,574	71,539	71,445	71,155	71,662	72,067	72,370	72,430	72,802	72,979	[3]
53	GENERAL MDSE. GROUP STORES	13,248	12,888	13,218	13,226	13,344	13,203	13,071	13,164	13,441	13,410	13,322	13,455	13,416	
531	DEPARTMENT STORES	11,310	10,837	11,130	11,118	11,240	11,126	11,008	11,131	11,345	11,270	11,295	11,430	11,416	
533	VARIETY STORES	735	733	766	765	761	752	746	733	737	775	726	721	723	
539	MISC. GEN. MDSE. STORES	1,203	1,318	1,322	1,343	1,343	1,325	1,317	1,300	1,359	1,365	1,301	1,304	1,277	
54	FOOD STORES	24,185	23,123	23,181	23,122	23,399	23,371	23,377	23,505	23,521	23,828	23,787	24,043	24,250	
541	GROCERY STORES	22,840	21,794	21,846	21,763	22,048	22,006	22,066	22,189	22,186	22,505	22,453	22,692	22,873	
554	GASOLINE SERVICE STATIONS	8,477	8,214	8,165	8,235	8,580	8,464	8,428	8,477	8,432	8,388	8,420	8,420	8,499	
56	APPAREL & ACCESSORY STORES	5,868	5,477	5,630	5,742	5,708	5,765	5,718	5,757	5,879	5,890	5,897	5,964	5,954	
561	MENS&BOYS CLOTHING,FURNISHINGS	675	694	690	701	702	700	680	678	687	684	697	704	704	
562,3,8	WOMEN'S CLOTHING,SPEC.,FURRIER	2,493	2,259	2,349	2,377	2,354	2,383	2,392	2,441	2,487	2,497	2,470	2,493	2,505	
566	SHOE STORES	881	867	887	923	935	944	912	902	916	898	885	891	893	
58	EATING & DRINKING PLACES	11,141	10,576	10,696	10,813	10,906	10,989	10,987	10,950	10,950	11,009	11,107	11,110	11,003	
591	DRUG & PROPRIETARY STORES	3,982	3,714	3,765	3,762	3,771	3,784	3,808	3,857	3,913	3,878	3,954	3,910	3,911	
592	LIQUOR STORES	1,493	1,494	1,463	1,477	1,488	1,474	1,457	1,466	1,462	1,591	1,465	1,482	1,495	

[P] PRELIMINARY ESTIMATES.

[1] INCLUDES ESTABLISHMENTS PRIMARILY SELLING MERCHANDISE THROUGH COIN-OPERATED VENDING MACHINES, BY HOUSE-TO-HOUSE CANVASS, AND FROM MAIL-ORDER.

[2] GAF REPRESENTS STORES WHICH SPECIALIZE IN DEPARTMENT STORE TYPES OF MERCHANDISE (SEE APPENDIX A).

[3] FOR YEARLY TOTALS, SEE UNADJUSTED SECTION ABOVE.

NOTE: U.S. AND GROUP TOTALS INCLUDE KINDS OF BUSINESS NOT SHOWN SEPARATELY. SAMPLING VARIABILITIES FOR UNADJUSTED DATA ARE SHOWN IN TABLE B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

SIC CODE	KIND OF BUSINESS	PERCENT CHANGE IN RETAIL SALES JAN. 1986 FROM--	
		JAN. 1985	DEC. 1985
	DATA NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES		
	RETAIL TRADE, TOTAL	+6.8	-24.1
	TOTAL (EX. AUTOMOTIVE GROUP)	+6.3	-29.5
	DURABLE GOODS, TOTAL	+9.9	-15.9
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOMES DEALERS	+19.2	-10.1
521,3,5	BLDG. MAT., SUPPLY, HARDWARE STORES	+19.7	-9.2
521,3	BLDG. MATERIALS AND SUPPLY STORES	+23.2	-4.6
523	PAINT, GLASS, WALLPAPER STORES*	+39.7	+10.1
525	HARDWARE STORES	+4.8	-27.2
55 EX 554	AUTOMOTIVE DEALERS	+8.6	+3.0
551,2,5, 6,7,9	MOTOR VEHICLE AND MISC. AUTOMOTIVE DEALERS	+8.9	+4.5
551,2	MOTOR VEHICLE DEALERS	+8.8	+4.9
551	MOTOR VEHICLE DLRS. (FRANCHISED)	+9.2	+4.7
553	AUTO AND HOME SUPPLY STORES	+4.7	-13.0
57	FURNITURE, HOME FURN., & EQUIP. STORES	+13.1	-30.9
571	FURNITURE, AND HOME FURN. STORES	+14.6	-16.8
5712	FURNITURE STORES	+10.9	-17.1
5713	FLOOR COVERINGS STORES*	+25.3	-2.4
5722,32	HSHD. APPL., RADIO AND TV. STORES	+9.3	-42.9
5722	HOUSEHOLD APPLIANCE STORES	+10.6	-33.2
5732	RADIO AND TELEVISION STORES*	+8.7	-46.6
5733	MUSIC STORES*	+22.7	-41.8
5941	SPORTING GOODS STORES & BICYCLE SHOPS*	+4.9	-49.3
5942	BOOK STORES*	-11.0	-35.1
5944	JEWELRY STORES	+15.2	-73.2
5946	CAMERA, PHOTOGRAPHIC SUPPLY STORES*	+3.9	-40.3
5999 PT.	OPTICAL GOODS STORES*	+8.1	+1.6
	NONDURABLE GOODS, TOTAL	+5.1	-28.3
53	GENERAL MERCHANDISE GROUP STORES	+3.1	-62.1
531,9	DEPT. STRS., MISC. GEN. MDSE. STRS	+3.3	-62.3
531	DEPARTMENT STORES	+4.7	-61.8
539	MISC. GENERAL MDSE. STORES	-8.6	-66.3
533	VARIETY STORES	+1.3	-59.1
	NONDURABLE GOODS, TOTAL--CONT'D		
54	FOOD STORES	+6.4	-6.5
541	GROCERY STORES	+6.7	-5.0
542	MEAT AND FISH (SEAFOOD) MARKETS*	-19.6	-26.6
543	FRUIT STORES & VEGETABLE MARKETS*	+16.7	-13.7
544	CANDY, NUT, CONFECTIONERY STORES*	+35.6	-66.2
546	RETAIL BAKERIES	+2.3	-17.8
554	GASOLINE SERVICE STATIONS	+2.8	-6.5
56	APPAREL AND ACCESSORY STORES	+7.1	-52.6
561	MEN'S & BOYS' CLOTH. & FURN. STORES	-2.3	-59.5
562,3,8	WOMEN'S CLOTH., SPEC.STRS., FURRIERS	+10.3	-49.7
562	WOMEN'S READY-TO-WEAR STORES	+8.3	-50.6
565	FAMILY CLOTHING STORES	+8.4	-60.7
566	SHOE STORES	+0.7	-38.1
58	EATING AND DRINKING PLACES	+6.9	-4.9
5812	EATING PLACES	+7.2	-5.0
5812 PT.	RESTAURANTS, LUNCHROOMS, CAFES	+5.8	-5.0
5812 PT.	REFRESHMENT PLACES	+9.5	-4.1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	+2.9	-2.9
591	DRUG STORES AND PROPRIETARY STORES	+7.9	-25.1
592	LIQUOR STORES	+0.4	-34.8
5943	STATIONERY STORES*	-2.9	-20.7
596	NONSTORE RETAILERS[1]	+1.2	-19.4
5961 PT.	MAIL-ORDER HOUSES (DEPARTMENT STORE MERCHANDISE)	-26.2	-43.8
598	FUEL AND ICE DEALERS*	-4.5	+2.4
5983	FUEL OIL DEALERS*	-8.5	+5.7
53, 56, 57,594	GAF, TOTAL[2]	+6.2	-55.1
	DATA ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY AND TRADING-DAY DIFFERENCES		
	RETAIL TRADE, TOTAL	+5.9	+0.1
	TOTAL (EX. AUTOMOTIVE GROUP)	+5.6	-0.1
	DURABLE GOODS, TOTAL	+8.9	+0.9
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOMES DEALERS	+18.3	+4.4
521,3	BLDG. MATERIALS AND SUPPLY STORES	+22.1	+5.2
525	HARDWARE STORES	+4.6	-0.6
55 EX 554	AUTOMOTIVE DEALERS	+6.9	+0.8
551,2,5, 6,7,9	MOTOR VEHICLE AND MISC. AUTOMOTIVE DEALERS	+7.1	+0.8
553	AUTO AND HOME SUPPLY STORES	+4.5	+0.2
57	FURNITURE, HOME FURN., & EQUIP. STORES	+13.3	+0.1
571	FURNITURE, AND HOME FURN. STORES	+14.6	+2.4
5722,32	HSHD. APPL., RADIO AND TV. STORES	+9.8	-3.1
	NONDURABLE GOODS, TOTAL	+4.1	-0.4
53	GENERAL MERCHANDISE GROUP STORES	+2.8	-1.3
531	DEPARTMENT STORES	+4.4	-0.9
533	VARIETY STORES	+0.3	+1.7
539	MISC. GENERAL MDSE. STORES	-8.7	-5.8
54	FOOD STORES	+4.6	-0.3
541	GROCERY STORES	+4.8	-0.1
554	GASOLINE SERVICE STATIONS	+2.6	-0.8
56	APPAREL AND ACCESSORY STORES	+7.2	-1.4
561	MEN'S & BOYS' CLOTH. & FURN. STORES	-2.7	-4.1
562,3,8	WOMEN'S CLOTH., SPEC.STRS., FURRIERS	+10.4	-0.5
566	SHOE STORES	+1.6	-1.3
58	EATING AND DRINKING PLACES	+5.3	+1.3
591	DRUG STORES AND PROPRIETARY STORES	+7.2	+1.8
592	LIQUOR STORES	-0.1	-0.1

*SEE APPENDIX A, PERCENT CHANGE IN SALES.

[1] INCLUDES ESTABLISHMENTS PRIMARILY SELLING MERCHANDISE THROUGH COIN-OPERATED VENDING MACHINES, BY HOUSE-TO-HOUSE CANVASS, AND FROM MAIL-ORDER.

[2] GAF REPRESENTS STORES WHICH SPECIALIZE IN DEPARTMENT STORE TYPES OF MERCHANDISE (SEE APPENDIX A).

NOTE: SAMPLING VARIABILITIES FOR UNADJUSTED DATA ARE SHOWN IN TABLE B-1.

Table 2A. Month-to-Month and Long-Term Percent Changes in Retail Sales

(BASED ON SEASONALLY ADJUSTED DATA)

KIND OF BUSINESS	MONTH-TO-MONTH PERCENT CHANGE			3-MONTH PERCENT CHANGE		AVERAGE MONTHLY RATES OF CHANGE		
				NOV. 1985 THROUGH JAN. 1986 FROM--				
	JAN. 1986 FROM DEC. 1985	DEC. 1985 FROM NOV. 1985	NOV. 1985 FROM OCT. 1985	AUG. 1985 THROUGH OCT. 1985	NOV. 1984 THROUGH JAN. 1985	JAN. 1986 FROM OCT. 1985 (3-MONTH SPAN)	JAN. 1986 FROM JULY 1985 (6-MONTH SPAN)	JAN. 1986 FROM JAN. 1985 (12-MONTH SPAN)
RETAIL TRADE, TOTAL	+0.1	+1.2	+0.6	-0.3	+5.7	+0.6	+0.4	+0.5
DURABLE GOODS, TOTAL	+0.9	+2.9	+0.7	-1.9	+7.9	+1.5	+0.6	+0.7
NONDURABLE GOODS, TOTAL	-0.4	+0.2	+0.5	+0.7	+4.4	+0.1	+0.2	+0.3

Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

SIC CODE	KIND OF BUSINESS	1986	1985													PERCENT CHANGE JAN. 1986 FROM--	
		JAN.[P]	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL	JAN. 1985	DEC. 1985
		DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES															
	RETAIL TRADE, TOTAL	34,553	32,665	31,547	37,256	37,451	40,044	38,011	37,327	40,626	36,963	39,527	44,041	56,786	472,244	+5.8	-39.2
	DURABLE GOODS, TOTAL	2,671	2,506	2,408	2,945	3,170	3,539	3,371	3,284	3,380	3,138	3,346	3,717	5,246	40,049	+6.6	-49.1
553	AUTO & HOME SUPPLY STORES	360	342	309	382	410	431	417	423	426	409	455	454	437	4,895	+5.3	-17.6
	NONDURABLE GOODS, TOTAL	31,882	30,159	29,139	34,311	34,281	36,506	34,640	34,043	37,246	33,825	36,181	40,324	51,540	432,195	+5.7	-38.1
53	GENERAL MDSE. GROUP STORES	8,705	8,395	8,605	11,003	11,432	12,316	11,488	10,636	12,553	11,140	12,239	15,387	23,218	148,412	+3.7	-62.5
531	DEPARTMENT STORES	7,656	7,307	7,444	9,572	9,983	10,706	10,025	9,318	10,987	9,738	10,740	13,333	20,031	129,184	+4.8	-61.8
533	VARIETY STORES	446	448	471	592	628	652	588	560	632	573	582	660	1,167	7,553	-0.4	-61.8
539	MISC. GENERAL MDSE. STORES	603	640	690	839	821	958	975	758	934	829	917	1,394	2,020	11,675	-5.8	-70.1
54	FOOD STORES	13,396	12,585	11,637	13,010	12,592	13,574	12,943	13,140	13,570	12,408	12,979	13,516	14,177	156,131	+6.4	-5.
541	GROCERY STORES	13,221	12,437	11,473	12,843	12,423	13,418	12,787	12,987	13,423	12,260	12,822	13,340	13,880	154,083	+6.3	-4.
56	APPAREL & ACCESSORY STORES	1,742	1,548	1,547	2,157	2,239	2,239	2,134	2,003	2,607	2,212	2,351	2,849	4,234	28,120	+12.5	-58.
562,3,8	WOMEN'S CLOTHING,SPEC.,FURS	785	672	694	959	982	982	942	939	1,092	981	1,049	1,260	1,840	12,392	+16.8	-57.
562	WOMEN'S READY-TO-WEAR	768	655	676	937	958	958	916	917	1,065	958	1,023	1,233	1,798	12,096	+17.3	-57.
565	FAMILY CLOTHING STORES	457	403	402	574	586	604	572	533	766	592	635	823	1,274	7,764	+13.4	-64.
566	SHOE STORES	355	335	320	443	482	459	425	373	519	438	457	495	661	5,407	+6.0	-46.
5812	EATING PLACES	2,254	2,090	2,006	2,398	2,307	2,459	2,458	2,494	2,586	2,386	2,436	2,379	2,405	28,404	+7.8	-6.
591	DRUG & PROPRIETARY STORES	2,139	1,993	1,938	2,066	2,042	2,150	2,074	2,099	2,195	2,016	2,122	2,147	3,174	26,016	+7.3	-32.
		DATA, IN MILLIONS OF DOLLARS, ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY AND TRADING-DAY DIFFERENCES															
	RETAIL TRADE, TOTAL	40,075	38,271	38,825	38,849	39,162	39,182	39,038	39,217	39,604	39,717	39,664	40,028	40,234		+4.7	-0.
553	AUTO & HOME SUPPLY STORES	423	400	398	403	402	403	399	394	402	418	419	429	423		+5.8	0.
53	GENERAL MDSE. GROUP STORES	12,385	11,986	12,355	12,298	12,376	12,265	12,142	12,248	12,504	12,447	12,394	12,558	12,500		+3.3	-0.
531	DEPARTMENT STORES	10,829	10,365	10,711	10,636	10,769	10,653	10,542	10,661	10,889	10,808	10,827	10,974	10,940		+4.5	-1.
533	VARIETY STORES	615	624	645	651	649	642	636	624	625	664	616	606	609	[1]	-1.4	+1.
541	GROCERY STORES	13,168	12,639	12,635	12,666	12,820	12,840	12,890	12,858	12,738	13,043	12,925	13,015	13,181		+4.2	-0.1
56	APPAREL & ACCESSORY STORES	2,427	2,178	2,246	2,271	2,294	2,289	2,308	2,328	2,380	2,373	2,403	2,448	2,423		+11.4	+0.
562,3,8	WOMEN'S CLOTHING,SPEC.,FURS	1,096	950	982	991	1,002	994	1,024	1,043	1,037	1,058	1,059	1,100	1,077		+15.4	+1.
566	SHOE STORES	449	428	437	433	444	450	455	450	472	451	461	452	459		+4.9	-2.
591	DRUG & PROPRIETARY STORES	2,268	2,118	2,153	2,143	2,107	2,146	2,149	2,191	2,247	2,198	2,227	2,164	2,189		+7.1	+3.

[P] PRELIMINARY ESTIMATES.

[1] FOR YEARLY TOTALS, SEE UNADJUSTED SECTION ABOVE.

NOTE: THE GROUP II COMPONENT OF THE SAMPLE CONSISTS OF COMPANIES WHICH HAD 11 OR MORE RETAIL ESTABLISHMENTS ACCORDING TO THE MOST RECENT UPDATE OF MULTIESTABLISHMENT FILES WHICH WERE SELECTED WITH CERTAINTY (I.E., THEIR SALES SIZE EXCEEDED SPECIFIED DOLLAR VOLUME CUTOFFS WHICH VARIED BY KINDS OF BUSINESS). GROUP TOTALS INCLUDE KINDS OF BUSINESS NOT SHOWN SEPARATELY.

Figure 4.
Percent Change in Retail Sales: January 1986 From January 1985

(Based on data NOT ADJUSTED for seasonal Variations, holiday or trading-day differences)

UNITED STATES +6.8

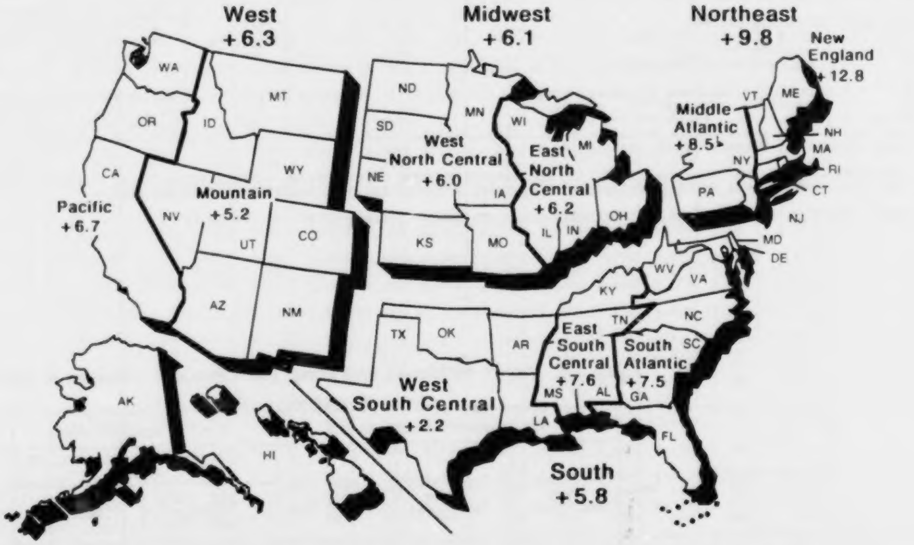

Table 4. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

REGION AND KIND OF BUSINESS	1986	1985													PERCENT CHANGE JAN. 1986 FROM--	
	JAN.[p]	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL	JAN. 1985	DEC. 1985
	DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES															
THE NORTHEAST																
RETAIL TRADE, TOTAL	23,084	21,024	20,357	22,894	23,616	25,708	24,606	24,514	25,653	24,635	25,444	26,203	30,786	295,642	+9.8	-25.0
DURABLE GOODS, TOTAL	7,975	6,587	6,773	7,790	8,580	9,583	9,130	9,106	9,214	9,394	8,982	8,780	9,792	103,711	+21.1	-18.6
BLDG. MAT.,HARDWARE,GARDEN SUPPLY,MOBILE HOME DEALERS	1,122	926	720	870	1,128	1,344	1,361	1,384	1,363	1,297	1,422	1,332	1,213	14,260	+35.8	-7.5
AUTOMOTIVE DEALERS	4,648	3,734	4,047	4,821	5,413	5,945	5,509	5,558	5,492	5,839	5,102	4,656	4,456	60,572	+24.5	+4.3
FURNITURE, HOME FURN. AND EQUIPMENT STORES	1,218	1,038	1,051	1,106	1,081	1,199	1,169	1,190	1,263	1,197	1,353	1,500	1,863	15,010	+17.3	-34.6
NONDURABLE GOODS, TOTAL	15,109	14,437	13,584	15,104	15,238	16,125	15,476	15,408	16,439	15,241	16,462	17,423	20,994	191,931	+4.7	-28.0
GENERAL MDSE. GROUP STORES	1,765	1,719	1,871	2,272	2,438	2,685	2,450	2,168	2,658	2,440	2,740	3,435	5,125	32,001	+2.7	-65.6
DEPARTMENT STORES	1,494	1,435	1,557	1,928	2,056	2,309	2,101	1,830	2,260	2,068	2,354	2,969	4,395	27,262	+4.1	-66.0
FOOD STORES	5,297	4,902	4,532	4,953	4,829	5,246	5,123	5,297	5,438	4,995	5,266	5,350	5,588	61,519	+8.1	-5.2
GROCERY STORES	4,965	4,494	4,131	4,518	4,387	4,808	4,716	4,901	5,037	4,632	4,878	4,969	5,137	56,608	+10.5	-3.3
GASOLINE SERVICE STATIONS	1,612	1,587	1,417	1,603	1,639	1,683	1,666	1,735	1,749	1,596	1,669	1,619	1,720	19,683	+1.6	-6.3
APPAREL & ACCESSORY STORES	1,124	1,091	1,043	1,312	1,424	1,510	1,351	1,204	1,529	1,407	1,575	1,778	2,461	17,685	+3.0	-54.3
EATING & DRINKING PLACES	2,238	2,068	2,021	2,317	2,391	2,568	2,618	2,724	2,753	2,513	2,595	2,452	2,459	29,479	+8.2	-9.0
DRUG & PROPRIETARY STORES	784	745	749	789	787	800	769	763	788	754	802	792	1,026	9,564	+5.2	-23.6
GAF, TOTAL[1]	4,904	4,585	4,664	5,408	5,646	6,223	5,796	5,292	6,317	5,842	6,511	7,803	11,443	75,530	+7.0	-57.1
THE MIDWEST[2]																
RETAIL TRADE, TOTAL	24,209	22,810	22,226	26,078	27,589	29,583	27,981	27,866	29,113	27,613	28,074	28,476	32,369	329,778	+6.1	-25.2
DURABLE GOODS, TOTAL	8,648	7,950	8,020	9,806	10,927	11,692	10,988	10,969	11,169	10,930	10,134	9,633	10,510	122,728	+8.8	-17.7
BLDG. MAT.,HARDWARE,GARDEN SUPPLY,MOBILE HOME DEALERS	1,019	966	653	1,101	1,444	1,708	1,600	1,615	1,592	1,520	1,647	1,457	1,300	16,803	+5.5	-21.6
AUTOMOTIVE DEALERS	5,559	5,155	5,424	6,676	7,381	7,766	7,218	7,200	7,195	7,233	6,077	5,587	5,513	78,425	+7.8	+0.8
FURNITURE, HOME FURN. AND EQUIPMENT STORES	1,244	985	946	1,110	1,130	1,142	1,128	1,162	1,288	1,224	1,372	1,463	1,855	14,805	+26.3	-32.9
NONDURABLE GOODS, TOTAL	15,561	14,860	14,206	16,272	16,662	17,891	16,993	16,897	17,944	16,683	17,940	18,843	21,859	207,050	+4.7	-28.8
GENERAL MDSE. GROUP STORES	2,410	2,292	2,269	3,018	3,198	3,393	3,125	2,955	3,469	3,051	3,404	4,183	6,098	40,455	+5.1	-60.5
DEPARTMENT STORES	2,136	2,005	1,976	2,637	2,766	2,950	2,730	2,572	3,044	2,676	2,996	3,706	5,419	35,477	+6.5	-60.6
FOOD STORES	5,282	5,020	4,756	5,233	5,181	5,707	5,372	5,435	5,675	5,183	5,375	5,536	5,723	64,146	+5.2	-7.7
GROCERY STORES	5,044	4,781	4,500	4,947	4,902	5,396	5,093	5,152	5,305	4,922	5,114	5,253	5,399	60,764	+5.5	-6.6
GASOLINE SERVICE STATIONS	2,235	2,288	2,043	2,224	2,381	2,550	2,526	2,582	2,502	2,392	2,527	2,402	2,446	28,863	-2.3	-8.6
APPAREL & ACCESSORY STORES	1,006	917	838	1,131	1,202	1,192	1,125	1,100	1,343	1,160	1,303	1,516	2,108	14,935	+9.7	-52.3
EATING & DRINKING PLACES	2,184	2,014	2,006	2,318	2,321	2,595	2,614	2,525	2,639	2,510	2,587	2,443	2,270	28,842	+8.4	-3.8
DRUG & PROPRIETARY STORES	1,004	941	903	945	944	968	952	960	994	930	986	967	1,306	11,796	+6.7	-23.1
GAF, TOTAL[1]	5,203	4,736	4,576	5,842	6,152	6,463	6,112	5,904	6,853	6,080	6,755	7,994	11,642	79,109	+9.9	-55.3
THE SOUTH																
RETAIL TRADE, TOTAL	35,369	33,434	32,126	37,553	38,226	39,910	38,028	38,504	40,360	37,610	38,052	38,711	46,050	458,564	+5.8	-23.2
DURABLE GOODS, TOTAL	13,713	12,887	12,587	14,785	15,304	16,087	15,205	15,578	16,018	15,397	14,627	13,911	15,815	178,201	+6.4	-13.3
BLDG. MAT.,HARDWARE,GARDEN SUPPLY,MOBILE HOME DEALERS	2,033	1,741	1,652	2,180	2,564	2,672	2,488	2,615	2,492	2,396	2,554	2,258	2,271	27,883	+16.8	-10.5
AUTOMOTIVE DEALERS	8,453	8,292	8,217	9,513	9,608	10,089	9,476	9,747	10,095	9,853	8,705	7,957	8,051	109,603	+1.9	+5.0
FURNITURE, HOME FURN. AND EQUIPMENT STORES	1,897	1,679	1,597	1,808	1,732	1,921	1,894	1,883	2,005	1,863	1,950	2,101	2,651	23,084	+13.0	-28.4
NONDURABLE GOODS, TOTAL	21,656	20,547	19,539	22,768	22,922	23,823	22,823	22,926	24,342	22,213	23,425	24,800	30,235	280,363	+5.4	-28.4
GENERAL MDSE. GROUP STORES	3,189	3,106	3,143	4,152	4,249	4,508	4,184	3,939	4,569	4,004	4,367	5,477	8,512	54,210	+2.7	-62.5
DEPARTMENT STORES	2,609	2,477	2,519	3,371	3,450	3,632	3,388	3,204	3,722	3,234	3,551	4,404	6,794	43,746	+5.3	-61.6
FOOD STORES	8,159	7,724	7,156	8,023	7,869	8,283	8,098	8,300	8,511	7,866	8,096	8,322	8,626	96,874	+5.6	-5.4
GROCERY STORES	7,877	7,435	6,882	7,699	7,540	7,971	7,806	8,003	8,217	7,587	7,798	8,015	8,270	93,223	+5.9	-4.8
GASOLINE SERVICE STATIONS	2,598	2,404	2,160	2,501	2,663	2,755	2,787	2,892	2,861	2,635	2,685	2,584	2,733	31,660	+8.1	-4.9
APPAREL & ACCESSORY STORES	1,512	1,396	1,363	1,849	1,858	1,825	1,665	1,624	1,985	1,745	1,799	2,077	3,164	22,350	+8.3	-52.2
EATING & DRINKING PLACES	3,272	3,144	3,035	3,548	3,643	3,767	3,614	3,631	3,734	3,369	3,507	3,379	3,407	41,778	+4.1	-4.0
DRUG & PROPRIETARY STORES	1,282	1,165	1,126	1,194	1,191	1,222	1,166	1,187	1,241	1,136	1,265	1,275	1,714	14,882	+10.0	-25.2
GAF, TOTAL[1]	7,524	7,068	6,937	8,770	8,859	9,271	8,697	8,377	9,595	8,568	9,171	10,930	16,771	113,014	+6.5	-55.1
THE WEST																
RETAIL TRADE, TOTAL	22,535	21,198	20,627	23,409	23,312	24,987	24,162	24,341	25,646	23,984	24,190	24,670	29,441	289,957	+6.3	-23.5
DURABLE GOODS, TOTAL	8,637	8,029	7,974	9,063	9,005	9,796	9,269	9,266	9,652	9,444	9,044	8,796	10,229	109,567	+7.6	-15.6
BLDG. MAT.,HARDWARE,GARDEN SUPPLY,MOBILE HOME DEALERS	1,216	990	1,000	1,161	1,327	1,388	1,386	1,359	1,452	1,328	1,327	1,189	1,209	15,116	+22.9	+0.6
AUTOMOTIVE DEALERS	5,120	4,718	4,820	5,588	5,434	6,035	5,569	5,586	5,725	5,619	5,123	4,903	5,073	64,193	+8.5	+0.9
FURNITURE, HOME FURN. AND EQUIPMENT STORES	1,241	1,248	1,111	1,219	1,152	1,203	1,190	1,222	1,260	1,225	1,308	1,342	1,733	15,213	-0.6	-28.4
NONDURABLE GOODS, TOTAL	13,898	13,169	12,653	14,346	14,307	15,191	14,893	15,075	15,994	14,540	15,136	15,874	19,212	180,390	+5.5	-27.7
GENERAL MDSE. GROUP STORES	2,005	1,967	1,981	2,369	2,446	2,650	2,584	2,426	2,817	2,532	2,706	3,327	4,985	32,790	+1.9	-59.8
DEPARTMENT STORES	1,746	1,712	1,717	2,048	2,136	2,280	2,228	2,111	2,410	2,176	2,315	2,931	4,295	28,259	+2.0	-59.3
FOOD STORES	5,032	4,698	4,408	4,940	4,852	5,132	5,006	5,116	5,263	4,709	4,972	5,089	5,472	59,659	+7.1	-8.0
GROCERY STORES	4,680	4,430	4,127	4,621	4,513	4,777	4,672	4,776	4,914	4,374	4,618	4,727	4,959	55,508	+5.6	-5.6
GASOLINE SERVICE STATIONS	1,611	1,557	1,443	1,619	1,665	1,806	1,795	1,861	1,893	1,757	1,766	1,680	1,719	20,561	+3.5	-6.3
APPAREL & ACCESSORY STORES	998	927	902	1,088	1,119	1,180	1,156	1,145	1,315	1,179	1,204	1,438	2,050	14,703	+7.7	-51.3
EATING & DRINKING PLACES	2,511	2,324	2,265	2,630	2,488	2,630	2,668	2,793	2,853	2,595	2,618	2,480	2,592	30,936	+8.0	-3.1
DRUG & PROPRIETARY STORES	812	748	705	755	781	813	788	816	843	775	810	798	1,140	9,772	+8.6	-28.8
GAF, TOTAL[1]	5,051	4,964	4,823	5,563	5,592	5,996	5,871	5,680	6,401	5,877	6,190	7,219	10,692	74,868	+1.8	-52.8

[p] PRELIMINARY ESTIMATES.

[1] GAF REPRESENTS STORES WHICH SPECIALIZE IN DEPARTMENT STORE TYPES OF MERCHANDISE (SEE APPENDIX A).
[2] THE MIDWEST WAS FORMERLY DESIGNATED THE NORTH CENTRAL STATES.

NOTE: TOTALS INCLUDE DATA FOR KINDS OF BUSINESS NOT SHOWN SEPARATELY. SAMPLING VARIABILITIES ARE SHOWN IN TABLE B-2. STATES IN GEOGRAPHIC REGIONS ARE SHOWN IN APPENDIX E.

Table 5. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

GEOGRAPHIC DIVISION AND KIND OF BUSINESS	1986	1985													PERCENT CHANGE JAN. 1986 FROM--	
	JAN.[P]	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL	JAN. 1985	DEC. 1985
	DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES															
NEW ENGLAND DIV	7,020	6,225	6,070	6,796	6,941	7,492	7,353	7,361	7,729	7,461	7,777	7,811	9,108	88,124	+12.8	-22.9
DURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	4,686	4,335	4,085	4,560	4,534	4,793	4,561	4,638	4,965	4,517	5,008	5,289	6,266	57,551	+8.1	-25.2
GEN. MDSE. GROUP STORES	514	484	531	653	710	753	692	621	775	695	767	971	1,471	9,123	+6.2	-65.1
DEPARTMENT STORES	409	387	403	519	551	614	566	502	619	549	622	782	1,179	7,293	+5.7	-65.3
FOOD STORES	1,493	1,378	1,271	1,399	1,366	1,559	1,510	1,582	1,644	1,441	1,557	1,536	1,562	17,805	+8.3	-4.4
GAF, TOTAL[1]	1,214	1,141	1,188	1,406	1,463	1,615	1,538	1,393	1,714	1,543	1,710	2,059	3,070	19,840	+6.4	-60.5
MIDDLE ATLANTIC DIV	16,064	14,799	14,287	16,098	16,877	18,216	17,253	17,153	17,924	17,174	17,667	18,392	21,678	207,518	+8.5	-25.9
DURABLE GOODS, TOTAL	5,641	4,697	4,788	5,554	6,173	6,884	6,338	6,383	6,450	6,450	6,213	6,258	6,950	73,138	+20.1	-18.8
AUTOMOTIVE DEALERS	3,233	2,624	2,770	3,392	3,832	4,235	3,774	3,834	3,785	3,916	3,463	3,236	3,089	41,950	+23.2	+4.7
NONDURABLE GOODS, TOTAL	10,423	10,102	9,499	10,544	10,704	11,332	10,915	10,770	11,474	10,724	11,454	12,134	14,728	134,380	+3.2	-29.2
GEN. MDSE. GROUP STORES	1,251	1,235	1,340	1,619	1,728	1,932	1,758	1,547	1,883	1,745	1,973	2,464	3,654	22,878	+1.3	-65.8
DEPARTMENT STORES	1,085	1,048	1,154	1,409	1,505	1,695	1,535	1,328	1,641	1,519	1,732	2,187	3,216	19,969	+3.5	-66.3
FOOD STORES	3,804	3,524	3,261	3,554	3,463	3,687	3,613	3,715	3,794	3,554	3,709	3,814	4,026	43,714	+7.9	-5.5
GASOLINE SERVICE STATIONS	1,064	1,113	1,003	1,132	1,173	1,189	1,174	1,208	1,218	1,092	1,118	1,077	1,152	13,649	-4.4	-7.6
APPAREL & ACCESSORY STRS.	849	831	785	980	1,081	1,138	1,020	909	1,141	1,063	1,175	1,309	1,856	13,288	+2.2	-54.3
EATING & DRINKING PLACES	1,507	1,433	1,408	1,606	1,617	1,750	1,799	1,828	1,873	1,747	1,737	1,646	1,676	20,120	+5.2	-10.1
DRUG & PROPRIETARY STORES	587	531	515	550	568	586	562	565	575	551	595	581	747	6,926	+10.5	-21.4
GAF, TOTAL[1]	3,690	3,444	3,476	4,002	4,183	4,608	4,258	3,899	4,603	4,299	4,801	5,744	8,373	55,690	+7.1	-55.9
EAST NORTH CENTRAL DIV	16,882	15,899	15,429	18,279	19,351	20,597	19,732	19,611	20,400	19,370	19,545	19,931	22,888	231,032	+6.2	-26.2
DURABLE GOODS, TOTAL	5,965	5,498	5,492	6,783	7,606	7,961	7,603	7,644	7,649	7,568	6,937	6,632	7,441	84,814	+8.5	-19.8
AUTOMOTIVE DEALERS	3,896	3,582	3,718	4,615	5,118	5,272	5,017	5,041	4,930	5,029	4,158	3,808	3,883	54,171	+8.8	+0.3
FURNITURE, HOME FURN. STRS	839	683	669	803	847	837	831	856	946	881	968	1,068	1,326	10,715	+22.8	-36.7
NONDURABLE GOODS, TOTAL	10,917	10,401	9,937	11,496	11,745	12,636	12,129	11,967	12,751	11,802	12,608	13,299	15,447	146,218	+5.0	-29.3
GEN. MDSE. GROUP STORES	1,697	1,599	1,581	2,124	2,252	2,374	2,199	2,063	2,415	2,136	2,405	2,961	4,313	28,422	+6.1	-60.7
DEPARTMENT STORES	1,520	1,420	1,401	1,885	1,979	2,090	1,941	1,816	2,145	1,900	2,146	2,672	3,878	25,273	+7.0	-60.8
FOOD STORES	3,587	3,439	3,254	3,576	3,557	3,947	3,733	3,751	3,912	3,547	3,642	3,757	3,893	44,003	+4.3	-7.9
GASOLINE SERVICE STATIONS	1,554	1,603	1,443	1,580	1,628	1,711	1,750	1,790	1,743	1,666	1,724	1,615	1,671	19,924	-3.1	-7.0
APPAREL & ACCESSORY STRS.	746	673	612	851	894	904	861	817	1,003	867	957	1,141	1,576	11,156	+10.8	-52.7
EATING & DRINKING PLACES	1,527	1,424	1,424	1,676	1,683	1,914	1,934	1,836	1,922	1,823	1,853	1,777	1,600	20,866	+7.2	-4.6
DRUG & PROPRIETARY STORES	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[1]	3,684	3,346	3,235	4,183	4,428	4,629	4,421	4,241	4,900	4,359	4,834	5,789	8,405	56,770	+10.1	-56.2
WEST NORTH CENTRAL DIV	7,327	6,911	6,797	7,799	8,238	8,986	8,249	8,255	8,713	8,243	8,529	8,545	9,481	98,746	+6.0	-22.7
DURABLE GOODS, TOTAL	2,683	2,452	2,528	3,023	3,321	3,731	3,385	3,325	3,520	3,362	3,197	3,001	3,069	37,914	+9.4	-12.6
AUTOMOTIVE DEALERS	1,663	1,573	1,706	2,061	2,263	2,494	2,201	2,159	2,265	2,204	1,919	1,779	1,630	24,254	+5.7	+2.0
NONDURABLE GOODS, TOTAL	4,644	4,459	4,269	4,776	4,917	5,255	4,864	4,930	5,193	4,881	5,332	5,544	6,412	60,832	+4.1	-27.6
GEN. MDSE. GROUP STORES	713	693	688	894	946	1,019	926	892	1,054	915	999	1,222	1,785	12,033	+2.9	-60.1
DEPARTMENT STORES	616	585	575	752	787	860	789	756	899	776	850	1,034	1,541	10,204	+5.3	-60.0
FOOD STORES	1,695	1,581	1,502	1,657	1,624	1,760	1,639	1,684	1,713	1,641	1,733	1,779	1,830	20,143	+7.2	-7.4
GASOLINE SERVICE STATIONS	681	685	600	644	753	839	776	792	759	726	803	787	775	8,939	-0.6	-12.1
APPAREL & ACCESSORY STRS.	260	244	226	280	308	288	264	283	340	293	346	375	532	3,779	+6.6	-51.1
GAF, TOTAL[1]	1,519	1,390	1,341	1,659	1,724	1,834	1,691	1,663	1,953	1,721	1,921	2,205	3,237	22,339	+9.3	-53.1
SOUTH ATLANTIC DIV	18,730	17,419	16,879	19,433	19,870	20,528	19,483	19,726	20,771	19,474	19,919	20,258	24,042	237,802	+7.5	-22.1
DURABLE GOODS, TOTAL	7,892	7,237	7,037	8,084	8,460	8,836	8,275	8,548	8,798	8,518	8,191	7,881	8,855	98,720	+9.1	-10.9
AUTOMOTIVE DEALERS	4,851	4,729	4,662	5,257	5,330	5,626	5,203	5,437	5,618	5,527	4,963	4,582	4,507	61,441	+2.6	+7.6
FURNITURE, HOME FURN. STRS	1,060	910	857	977	918	1,015	1,009	992	1,064	987	1,058	1,183	1,461	12,431	+16.5	-27.4
NONDURABLE GOODS, TOTAL	10,838	10,182	9,842	11,349	11,410	11,692	11,208	11,178	11,973	10,956	11,728	12,377	15,187	139,082	+6.4	-28.6
GEN. MDSE. GROUP STORES	1,562	1,537	1,569	2,040	2,103	2,212	2,053	1,887	2,232	1,958	2,149	2,749	4,327	26,816	+1.6	-63.9
DEPARTMENT STORES	1,251	1,208	1,246	1,633	1,676	1,749	1,638	1,507	1,789	1,577	1,735	2,170	3,393	21,321	+3.6	-63.1
FOOD STORES	4,000	3,770	3,564	3,986	3,679	4,014	3,920	4,002	4,137	3,812	4,009	4,116	4,250	47,459	+6.1	-5.9
GASOLINE SERVICE STATIONS	1,393	1,286	1,158	1,309	1,389	1,411	1,381	1,457	1,495	1,387	1,431	1,356	1,445	16,505	+8.3	-3.6
APPAREL & ACCESSORY STRS.	718	662	654	857	892	845	787	760	914	805	872	994	1,513	10,555	+8.5	-52.5
GAF, TOTAL[1]	3,841	3,568	3,518	4,378	4,486	4,569	4,317	4,106	4,728	4,223	4,631	5,578	8,551	56,653	+7.7	-55.1
EAST SOUTH CENTRAL DIV	5,486	5,099	4,846	5,857	5,981	6,350	6,119	6,401	6,619	6,184	6,370	6,338	7,364	73,528	+7.6	-25.5
DURABLE GOODS, TOTAL	1,918	1,671	1,652	2,085	2,147	2,308	2,239	2,424	2,470	2,378	2,312	2,100	2,288	26,074	+14.8	-16.2
NONDURABLE GOODS, TOTAL	3,568	3,428	3,194	3,772	3,834	4,042	3,880	3,977	4,149	3,806	4,058	4,238	5,076	47,454	+4.1	-29.7
GEN. MDSE. GROUP STORES	543	504	492	705	728	771	732	707	807	710	787	1,006	1,506	9,455	+7.7	-63.9
DEPARTMENT STORES	423	386	381	551	577	591	562	538	617	536	595	772	1,134	7,240	+9.6	-62.7
APPAREL & ACCESSORY STRS.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[1]	1,114	962	926	1,305	1,318	1,423	1,365	1,373	1,555	1,376	1,491	1,791	2,681	17,566	+15.8	-58.4
WEST SOUTH CENTRAL DIV	11,153	10,916	10,401	12,263	12,375	13,032	12,426	12,377	12,970	11,952	11,763	12,115	14,644	147,234	+2.2	-23.8
DURABLE GOODS, TOTAL	3,903	3,979	3,898	4,616	4,697	4,943	4,691	4,606	4,750	4,501	4,124	3,930	4,672	53,407	-1.9	-16.5
AUTOMOTIVE DEALERS	2,337	2,423	2,389	2,833	2,857	2,941	2,827	2,756	2,884	2,784	2,337	2,143	2,283	31,457	-3.5	+2.4
NONDURABLE GOODS, TOTAL	7,250	6,937	6,503	7,647	7,678	8,089	7,735	7,771	8,220	7,451	7,639	8,185	9,972	93,827	+4.5	-27.3
GEN. MDSE. GROUP STORES	1,084	1,065	1,082	1,407	1,418	1,525	1,399	1,345	1,530	1,336	1,431	1,722	2,679	17,939	+1.8	-59.5
DEPARTMENT STORES	935	883	892	1,187	1,197	1,292	1,188	1,159	1,316	1,121	1,221	1,462	2,267	15,185	+5.9	-58.8
FOOD STORES	2,829	2,660	2,412	2,731	2,696	2,877	2,817	2,904	2,956	2,728	2,747	2,871	2,981	33,380	+6.4	-5.1
APPAREL & ACCESSORY STRS.	600	553	527	722	702	710	638	621	774	692	666	776	1,194	8,575	+8.5	-49.7
GAF, TOTAL[1]	2,569	2,538	2,493	3,087	3,055	3,279	3,015	2,898	3,312	2,969	3,049	3,561	5,539	38,795	+1.2	-53.6
MOUNTAIN DIV	5,671	5,391	5,176	5,770	5,941	6,305	6,032	6,195	6,585	5,914	6,172	6,284	7,383	73,148	+5.2	-23.2
DURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	3,527	3,398	3,295	3,731	3,691	3,963	3,838	3,933	4,264	3,680	3,904	4,098	4,841	46,636	+3.8	-27.1
GEN. MDSE. GROUP STORES	493	469	482	596	596	672	630	585	710	620	668	842	1,249	8,119	+5.1	-60.5
DEPARTMENT STORES	403	378	381	471	490	532	493	479	554	492	535	648	998	6,451	+6.6	-59.6
FOOD STORES	1,369	1,307	1,237	1,384	1,349	1,470	1,407	1,431	1,487	1,745	1,365	1,405	1,462	16,549	+4.7	-6.4
GAF, TOTAL[1]	1,192	1,209	1,176	1,354	1,339	1,403	1,339	1,291	1,501	1,370	1,465	1,693	2,617	17,762	-1.4	-54.5
PACIFIC DIV	16,864	15,807	15,451	17,639	17,371	18,682	18,130	18,146	19,061	18,070	18,008	18,386	22,058	216,809	+6.7	-23.5
DURABLE GOODS, TOTAL	6,493	6,036	6,093	7,024	6,755	7,454	7,075	7,004	7,331	7,210	6,776	6,610	7,687	83,055	+7.6	-15.5
AUTOMOTIVE DEALERS	3,884	3,650	3,795	4,463	4,142	4,660	4,292	4,223	4,373	4,339	3,862	3,707	3,910	49,416	+6.4	-0.7
FURNITURE, HOME FURN. STRS	966	888	814	923	858	928	923	960	990	953	1,010	1,044	1,329	11,620	+8.8	-27.3
NONDURABLE GOODS, TOTAL	10,371	9,771	9,358	10,615	10,616	11,228	11,055	11,142	11,730	10,860	11,232	11,776	14,371	133,754	+6.1	-27.8
GEN. MDSE. GROUP STORES	1,512	1,498	1,499	1,773	1,850	1,978	1,954	1,841	2,107	1,912	2,038	2,485	3,736	24,671	+0.9	-59.5
DEPARTMENT STORES	1,343	1,334	1,336	1,577	1,646	1,748	1,735	1,632	1,856	1,684	1,780	2,183	3,297	21,808	+0.7	-59.3
FOOD STORES	3,663	3,391	3,171	3,556	3,503	3,662	3,601	3,685	3,776	3,464	3,607	3,684	4,010	43,110	+8.0	-8.7
GASOLINE SERVICE STATIONS	1,106	1,064	998	1,134	1,172	1,264	1,239	1,258	1,282	1,195	1,188	1,129	1,173	14,096	+3.9	-5.7
APPAREL & ACCESSORY STRS.	790	737	705	852	878	947	942	920	1,044	946	949	1,159	1,594	11,673	+7.2	-50.4
EATING & DRINKING PLACES	1,967	1,776	1,737	2,022	1,900	2,016	2,041	2,106	2,127	2,001	2,035	1,916	2,011	23,688	+10.8	-2.2
DRUG & PROPRIETARY STORES	665	581	543	575	592	620	610	629	651	614	645	638	933	7,631	+14.5	-28.7
GAF, TOTAL[1]	3,659	3,755	3,647	4,209	4,253	4,588	4,532	4,389	4,900	4,507	4,725	5,526	8,075	57,106	+2.8	-52.2

[P] PRELIMINARY ESTIMATES. (S) DATA DO NOT MEET PUBLICATION STANDARDS BECAUSE OF HIGH SAMPLING ERROR.

[1] GAF REPRESENTS STORES WHICH SPECIALIZE IN DEPARTMENT STORE TYPES OF MERCHANDISE (SEE APPENDIX A).

NOTE: TOTALS INCLUDE DATA FOR KINDS OF BUSINESS NOT SHOWN SEPARATELY. SAMPLING VARIABILITIES ARE SHOWN IN TABLE E-3. STATES IN GEOGRAPHIC DIVISIONS ARE SHOWN IN APPENDIX E.

Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

STATE AND KIND OF BUSINESS	1986	1985													PERCENT CHANGE JAN. 1986 FROM--	
	JAN.[P]	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL	JAN. 1985	DEC. 1985
	DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES															
CALIFORNIA, TOTAL	13,282	12,351	12,047	13,775	13,512	14,576	14,124	14,132	14,784	13,980	14,015	14,445	17,359	169,100	+7.5	-23.5
DURABLE GOODS, TOTAL	5,349	4,870	4,878	5,636	5,367	5,957	5,667	5,641	5,860	5,707	5,412	5,345	6,350	66,690	+9.8	-15.8
NONDURABLE GOODS, TOTAL	7,933	7,481	7,169	8,139	8,145	8,619	8,457	8,491	8,924	8,273	8,603	9,100	11,009	102,410	+6.0	-27.9
DEPARTMENT STORES	1,031	1,063	1,063	1,239	1,299	1,374	1,372	1,276	1,435	1,314	1,392	1,742	2,626	17,195	-3.0	-60.7
GAF, TOTAL[1]	2,917	2,877	2,612	3,217	3,248	3,526	3,491	3,342	3,699	3,426	3,576	4,239	6,244	43,697	+1.4	-53.3
FLORIDA, TOTAL	6,151	5,651	5,434	6,152	5,909	5,894	5,581	5,677	5,913	5,635	5,907	6,148	7,359	71,260	+8.8	-16.4
DURABLE GOODS, TOTAL	2,885	2,565	2,410	2,642	2,583	2,576	2,387	2,502	2,569	2,607	2,643	2,652	3,036	31,172	+12.5	-5.0
NONDURABLE GOODS, TOTAL	3,266	3,086	3,024	3,510	3,326	3,318	3,194	3,175	3,344	3,028	3,264	3,496	4,323	40,088	+5.8	-24.5
DEPARTMENT STORES	450	425	458	576	539	561	532	493	576	487	551	665	1,068	6,931	+5.9	-57.9
GAF, TOTAL[1]	1,459	1,289	1,284	1,545	1,447	1,459	1,402	1,348	1,482	1,324	1,492	1,751	2,705	18,528	+13.2	-46.1
ILLINOIS, TOTAL	4,550	4,344	4,216	5,046	5,268	5,608	5,328	5,332	5,490	5,191	5,333	5,425	6,315	62,896	+4.7	-27.9
NONDURABLE GOODS, TOTAL	3,009	2,816	2,690	3,157	3,231	3,533	3,374	3,272	3,472	3,269	3,556	3,720	4,363	40,455	+6.9	-31.0
DEPARTMENT STORES	388	371	371	500	517	556	514	476	563	498	561	687	1,027	6,641	+4.6	-62.2
GAF, TOTAL[1]	1,021	953	946	1,211	1,258	1,330	1,260	1,174	1,361	1,231	1,341	1,600	2,334	15,999	+7.1	-56.3
INDIANA, TOTAL	2,261	2,242	2,229	2,495	2,524	2,759	2,625	2,540	2,745	2,535	2,509	2,567	2,884	30,654	+0.8	-21.6
NONDURABLE GOODS, TOTAL	1,520	1,507	1,430	1,653	1,635	1,807	1,681	1,657	1,791	1,610	1,700	1,777	2,066	20,314	+0.9	-26.4
DEPARTMENT STORES	175	165	162	231	234	249	231	218	261	220	255	328	489	3,043	+6.1	-64.2
GAF, TOTAL[1]	425	388	364	486	509	518	499	467	560	496	562	670	997	6,516	+9.5	-57.4
LOUISIANA, TOTAL	1,615	1,557	1,465	1,785	1,777	1,905	1,800	1,771	1,837	1,708	1,667	1,860	2,134	21,266	+3.7	-24.3
NONDURABLE GOODS, TOTAL	1,105	1,052	981	1,159	1,169	1,229	1,173	1,177	1,249	1,134	1,164	1,291	1,522	14,300	+5.0	-27.4
DEPARTMENT STORES	134	131	126	180	177	186	171	170	188	157	175	219	328	2,208	+2.3	-59.1
GAF, TOTAL[1]	342	356	332	440	423	468	428	415	466	412	436	549	806	5,531	-3.9	-57.6
MARYLAND, TOTAL	2,064	1,996	1,911	2,113	2,267	2,425	2,326	2,299	2,427	2,292	2,317	2,367	2,812	27,552	+3.4	-26.6
NONDURABLE GOODS, TOTAL	1,204	1,206	1,168	1,301	1,339	1,431	1,337	1,326	1,440	1,334	1,376	1,468	1,758	16,484	-0.2	-31.5
DEPARTMENT STORES	149	149	159	193	210	230	208	185	218	210	229	289	440	2,720	0.0	-66.1
GAF, TOTAL[1]	440	418	422	506	521	558	523	483	566	520	580	682	1,065	6,844	+5.3	-58.7
MASSACHUSETTS, TOTAL	3,288	2,923	2,912	3,304	3,302	3,610	3,551	3,516	3,642	3,594	3,728	3,702	4,249	42,033	+12.5	-22.6
NONDURABLE GOODS, TOTAL	2,042	1,889	1,777	2,025	1,965	2,177	2,077	2,112	2,246	2,037	2,272	2,395	2,734	25,706	+8.1	-25.3
DEPARTMENT STORES	193	186	193	248	257	290	265	236	290	261	296	368	552	3,442	+3.8	-65.0
GAF, TOTAL[1]	569	537	566	687	688	769	724	632	805	728	822	988	1,450	9,396	+6.0	-60.8
MICHIGAN, TOTAL	3,956	3,591	3,417	4,043	4,246	4,580	4,405	4,404	4,597	4,337	4,417	4,556	5,317	51,910	+10.2	-25.6
DURABLE GOODS, TOTAL	1,354	1,265	1,219	1,497	1,674	1,883	1,736	1,773	1,787	1,737	1,654	1,603	1,822	19,650	+7.0	-25.7
NONDURABLE GOODS, TOTAL	2,602	2,326	2,198	2,546	2,572	2,697	2,669	2,631	2,810	2,600	2,763	2,953	3,495	32,260	+11.9	-25.6
DEPARTMENT STORES	405	386	362	463	488	521	498	466	527	485	538	652	889	6,275	+4.9	-54.4
GAF, TOTAL[1]	967	879	807	1,013	1,070	1,147	1,134	1,133	1,269	1,109	1,246	1,477	2,045	14,329	+10.0	-52.7
MINNESOTA, TOTAL	2,000	1,903	1,873	2,073	2,276	2,591	2,299	2,219	2,348	2,289	2,370	2,328	2,518	27,087	+5.1	-20.6
NONDURABLE GOODS, TOTAL	1,175	1,137	1,093	1,205	1,286	1,452	1,286	1,266	1,336	1,253	1,370	1,421	1,626	15,731	+3.3	-27.7
DEPARTMENT STORES	163	160	154	198	203	223	207	190	235	208	237	266	391	2,672	+1.9	-58.3
GAF, TOTAL[1]	382	346	329	397	414	440	417	399	484	439	484	556	795	5,500	+10.4	-51.9
MISSOURI, TOTAL	2,306	2,094	2,123	2,500	2,597	2,761	2,571	2,545	2,738	2,584	2,594	2,649	2,933	30,689	+10.1	-21.4
NONDURABLE GOODS, TOTAL	1,487	1,394	1,336	1,478	1,526	1,595	1,499	1,504	1,603	1,513	1,650	1,728	2,020	18,846	+6.7	-26.4
DEPARTMENT STORES	200	186	188	249	262	280	260	248	293	252	273	348	512	3,351	+7.5	-60.9
GAF, TOTAL[1]	452	433	416	523	554	580	536	507	592	530	563	687	1,021	6,942	+4.4	-55.7
NEW JERSEY, TOTAL	3,796	3,469	3,286	3,710	3,879	4,171	4,066	4,044	4,146	4,019	4,104	4,238	5,128	48,260	+9.4	-26.0
NONDURABLE GOODS, TOTAL	2,330	2,337	2,147	2,385	2,461	2,618	2,574	2,530	2,613	2,450	2,586	2,729	3,347	30,777	-0.3	-30.4
DEPARTMENT STORES	227	221	249	299	319	366	336	281	359	334	373	476	737	4,350	+2.7	-69.2
GAF, TOTAL[1]	883	850	856	963	1,002	1,099	1,028	950	1,099	1,022	1,143	1,387	2,034	13,433	+3.9	-56.6
NEW YORK, TOTAL	7,489	6,974	6,754	7,399	7,717	8,380	7,788	7,758	8,190	7,960	8,183	8,425	9,931	95,359	+7.4	-24.6
DURABLE GOODS, TOTAL	2,609	2,177	2,240	2,529	2,748	3,144	2,829	2,849	2,909	2,903	2,842	2,861	3,165	33,196	+19.8	-17.6
NONDURABLE GOODS, TOTAL	4,880	4,797	4,514	4,870	4,969	5,236	4,959	4,909	5,281	4,957	5,341	5,564	6,766	62,163	+1.7	-27.9
DEPARTMENT STORES	483	464	521	611	650	751	676	578	709	664	763	926	1,374	8,689	+4.1	-64.8
GAF, TOTAL[1]	1,833	1,621	1,627	1,852	1,954	2,209	2,022	1,827	2,173	2,068	2,298	2,676	3,951	26,279	+13.1	-53.6
NORTH CAROLINA, TOTAL	2,642	2,367	2,336	2,629	2,820	3,059	2,976	3,001	3,140	2,830	2,843	2,895	3,483	34,379	+11.6	-24.1
NONDURABLE GOODS, TOTAL	1,565	1,408	1,370	1,502	1,558	1,643	1,606	1,586	1,770	1,566	1,696	1,830	2,262	19,757	+11.2	-30.8
DEPARTMENT STORES	134	132	124	172	194	195	183	171	202	178	188	239	385	2,363	+1.5	-65.2
GAF, TOTAL[1]	504	479	452	564	689	654	621	590	675	591	629	777	1,211	7,932	+5.2	-58.4
OHIO, TOTAL	4,341	4,099	4,011	4,800	5,276	5,409	5,157	5,239	5,367	5,160	5,128	5,164	5,879	60,689	+5.9	-26.2
DURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	2,614	2,671	2,559	2,937	3,069	3,187	3,043	3,076	3,221	2,966	3,136	3,283	3,843	36,991	-2.1	-32.0
DEPARTMENT STORES	372	354	363	501	534	545	504	477	573	504	566	713	1,063	6,697	+5.1	-65.0
GAF, TOTAL[1]	861	774	777	1,044	1,116	1,130	1,065	1,026	1,186	1,061	1,171	1,422	2,144	13,916	+11.2	-59.8
PENNSYLVANIA, TOTAL	4,779	4,356	4,247	4,989	5,281	5,665	5,399	5,351	5,588	5,295	5,380	5,729	6,619	63,899	+9.7	-27.8
DURABLE GOODS, TOTAL	1,566	1,388	1,409	1,700	2,007	2,187	2,017	2,020	2,008	1,978	1,853	1,888	2,004	22,459	+12.8	-21.9
NONDURABLE GOODS, TOTAL	3,213	2,968	2,838	3,289	3,274	3,478	3,382	3,331	3,580	3,317	3,527	3,841	4,615	41,440	+8.3	-30.4
DEPARTMENT STORES	375	363	384	499	536	578	521	469	573	521	596	785	1,105	6,930	+3.3	-66.1
GAF, TOTAL[1]	974	973	993	1,187	1,227	1,300	1,207	1,122	1,331	1,209	1,360	1,681	2,388	15,978	+0.1	-59.2
TENNESSEE, TOTAL	2,041	1,788	1,742	2,126	2,160	2,262	2,194	2,274	2,362	2,253	2,317	2,297	2,800	26,575	+14.1	-27.1
NONDURABLE GOODS, TOTAL	1,269	1,171	1,101	1,339	1,385	1,425	1,377	1,400	1,469	1,358	1,447	1,524	1,861	16,857	+8.4	-31.8
DEPARTMENT STORES	153	140	141	200	210	215	203	195	225	195	217	264	420	2,645	+9.3	-63.6
GAF, TOTAL[1]	425	375	366	486	490	534	501	491	580	519	575	709	1,075	6,695	+13.3	-60.5
TEXAS, TOTAL	7,425	7,354	7,041	8,304	8,436	8,792	8,356	8,351	8,777	8,097	7,919	8,081	9,882	99,390	+1.0	-24.9
DURABLE GOODS, TOTAL	2,604	2,725	2,725	3,203	3,313	3,457	3,231	3,191	3,337	3,145	2,877	2,698	3,236	37,138	-4.4	-19.5
NONDURABLE GOODS, TOTAL	4,821	4,629	4,316	5,101	5,123	5,335	5,125	5,160	5,440	4,952	5,042	5,383	6,646	62,252	+4.1	-27.5
DEPARTMENT STORES	613	577	594	774	779	843	773	755	862	744	806	950	1,498	9,955	+6.2	-59.1
GAF, TOTAL[1]	1,742	1,730	1,716	2,094	2,100	2,227	2,035	1,949	2,234	2,033	2,053	2,356	3,723	26,249	+0.7	-53.2
VIRGINIA, TOTAL	2,559	2,410	2,371	2,744	2,902	2,912	2,800	2,826	2,968	2,756	2,804	2,810	3,310	33,613	+6.2	-22.7
NONDURABLE GOODS, TOTAL	1,640	1,609	1,550	1,798	1,858	1,848	1,773	1,771	1,851	1,645	1,769	1,839	2,280	21,591	+1.9	-28.1
DEPARTMENT STORES	158	154	154	199	219	229	211	197	235	214	233	304	460	2,809	+2.6	-65.7
GAF, TOTAL[1]	473	459	452	560	591	613	554	547	629	580	636	788	1,119	7,522	+4.4	-57.7
WISCONSIN, TOTAL	1,774	1,623	1,556	1,995	2,037	2,241	2,217	2,096	2,201	2,147	2,156	2,219	2,493	24,883	+9.3	-28.8
DURABLE GOODS, TOTAL	602	542	496	692	799	829	855	765	744	790	707	653	813	8,685	+11.1	-26.0
NONDURABLE GOODS, TOTAL	1,172	1,081	1,060	1,203	1,238	1,412	1,362	1,331	1,457	1,357	1,451	1,566	1,680	16,198	+8.4	-30.2
DEPARTMENT STORES	180	144	143	190	206	219	194	179	221	193	226	292	410	2,617	+25.0	-56.1
GAF, TOTAL[1]	410	352	341	429	475	504	463	441	524	462	514	620	885	6,010	+16.5	-53.7

[P] PRELIMINARY ESTIMATES. (S) DATA DO NOT MEET PUBLICATION STANDARDS BECAUSE OF HIGH SAMPLING ERROR.

[1] GAF REPRESENTS STORES WHICH SPECIALIZE IN DEPARTMENT STORE TYPES OF MERCHANDISE (SEE APPENDIX A).

NOTE: TOTALS INCLUDE DATA FOR KINDS OF BUSINESS NOT SHOWN SEPARATELY. SAMPLING VARIABILITIES ARE SHOWN IN TABLE B-4.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

AREA[1] AND KIND OF BUSINESS	1986	1985													PERCENT CHANGE JAN. 1986 FROM--	
	JAN.P	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL	JAN. 1985	DEC. 1985
	DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES															
STANDARD CONSOLIDATED AREAS																
CHICAGO, ILL.-NORTHWESTERN IND., TOTAL	3,335	3,115	3,053	3,552	3,707	3,953	3,691	3,932	4,005	3,788	3,932	4,003	4,608	45,239	+7.1	-27.6
NONDURABLE GOODS, TOTAL	2,160	2,012	1,952	2,204	2,253	2,435	2,315	2,315	2,502	2,345	2,586	2,718	3,177	28,814	+7.4	-32.0
DEPARTMENT STORES	263	263	266	357	368	393	363	333	399	357	404	479	732	4,714	0.0	-64.1
GAF, TOTAL[2]	750	697	694	863	879	941	895	940	996	925	1,003	1,183	1,730	11,646	+7.6	-56.6
NEW YORK, N.Y.-NORTHEASTERN N.J.-SOUTHWESTERN CT., TOTAL	7,686	7,108	6,877	7,497	7,775	8,414	7,966	7,723	7,975	7,866	8,196	8,517	10,244	96,158	+8.1	-25.0
NONDURABLE GOODS, TOTAL	5,025	4,886	4,617	4,955	5,047	5,317	5,107	4,867	5,136	4,932	5,325	5,617	6,908	62,714	+2.8	-27.3
DEPARTMENT STORES	472	451	538	605	637	747	673	547	688	660	759	918	1,409	8,632	+4.7	-66.5
GAF, TOTAL[2]	1,933	1,832	1,865	2,061	2,152	2,396	2,224	2,001	2,268	2,195	2,445	2,859	4,177	28,475	+5.5	-53.7
STANDARD METROPOLITAN STATISTICAL AREAS																
ANAHEIM-SANTA ANA-GAR. GROVE,CA.,TOTAL	1,378	1,297	1,290	1,443	1,392	1,516	1,540	1,508	1,560	1,459	1,413	1,507	1,816	17,741	+6.2	-24.1
NONDURABLE GOODS, TOTAL	765	711	700	788	791	852	836	833	871	804	846	911	1,119	10,062	+7.6	-31.6
GAF, TOTAL[2]	319	315	313	356	355	390	400	377	407	382	376	462	692	4,825	+1.3	-53.9
ATLANTA, GA., TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	245	254	252	332	332	344	329	300	360	331	354	438	650	4,276	-3.5	-62.3
BALTIMORE, MD., TOTAL	931	931	873	970	1,088	1,152	1,084	1,090	1,150	1,043	1,094	1,155	1,315	12,945	0.0	-29.2
NONDURABLE GOODS, TOTAL	623	617	605	659	699	738	673	679	744	679	739	791	913	8,536	+1.0	-31.8
GAF, TOTAL[2]	204	192	201	238	245	265	244	223	264	244	269	323	502	3,210	+6.3	-59.4
BOSTON, MASS., TOTAL[3]	2,129	1,960	1,912	2,172	2,192	2,372	2,331	2,302	2,356	2,291	2,435	2,416	2,767	27,506	+8.6	-23.1
NONDURABLE GOODS, TOTAL	1,322	1,235	1,153	1,318	1,271	1,414	1,337	1,330	1,415	1,292	1,479	1,536	1,748	16,528	+7.0	-24.4
GAF, TOTAL[2]	394	381	401	483	477	520	488	429	556	511	571	674	980	6,471	+3.4	-59.8
CHICAGO, ILL., TOTAL	3,085	2,860	2,815	3,285	3,395	3,623	3,390	3,525	3,695	3,504	3,629	3,715	4,295	41,731	+7.9	-28.2
NONDURABLE GOODS, TOTAL	1,971	1,826	1,776	2,009	2,049	2,203	2,103	2,100	2,271	2,140	2,364	2,491	2,926	26,258	+7.9	-32.6
GAF, TOTAL[2]	711	665	661	820	832	890	845	795	939	877	947	1,121	1,636	11,028	+6.9	-56.5
CLEVELAND, OHIO, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	477	475	442	513	556	567	530	541	561	527	560	581	710	6,563	+0.4	-32.8
GAF, TOTAL[2]	173	162	157	207	225	226	211	206	241	221	239	290	438	2,823	+6.8	-60.5
DALLAS-FORT WORTH, TEX., TOTAL	1,795	1,839	1,809	2,116	2,234	2,370	2,147	2,202	2,331	2,115	2,138	2,187	2,506	25,994	-2.4	-28.4
NONDURABLE GOODS, TOTAL	1,152	1,130	1,093	1,298	1,317	1,381	1,277	1,295	1,433	1,316	1,316	1,443	1,649	15,948	+1.9	-30.1
GAF, TOTAL[2]	443	442	457	575	552	589	537	513	614	618	592	665	988	7,142	+0.2	-55.2
DETROIT, MICH., TOTAL	1,940	1,782	1,714	2,016	2,109	2,288	2,175	2,138	2,160	2,048	2,118	2,224	2,682	25,454	+8.9	-27.7
NONDURABLE GOODS, TOTAL	1,248	1,165	1,103	1,269	1,266	1,346	1,306	1,258	1,352	1,257	1,326	1,438	1,736	15,824	+7.1	-28.1
GAF, TOTAL[2]	495	450	413	515	542	584	590	552	625	552	623	761	1,084	7,291	+10.0	-54.3
HOUSTON, TEX., TOTAL	1,511	1,451	1,394	1,623	1,621	1,720	1,624	1,629	1,725	1,601	1,562	1,651	2,051	19,652	+4.1	-26.3
NONDURABLE GOODS, TOTAL	942	918	885	998	1,000	1,062	986	1,002	1,074	959	1,004	1,076	1,374	12,338	+2.6	-31.4
GAF, TOTAL[2]	366	372	371	451	451	477	435	426	488	425	447	526	835	5,704	-1.6	-56.2
KANSAS CITY, MO.-KANS., TOTAL	635	662	663	751	758	838	770	727	825	773	718	757	857	9,099	-4.1	-25.9
NONDURABLE GOODS, TOTAL	349	368	362	422	400	427	386	363	412	387	385	429	528	4,869	-5.2	-33.9
GAF, TOTAL[2]	162	155	150	184	192	208	194	190	225	195	217	255	395	2,560	+4.5	-59.0
LOS ANGELES-LONG BEACH, CALIF., TOTAL	3,833	3,599	3,463	4,034	3,914	4,224	4,083	4,094	4,196	4,020	4,018	4,201	5,066	48,912	+6.5	-24.3
NONDURABLE GOODS, TOTAL	2,448	2,318	2,201	2,536	2,502	2,611	2,614	2,632	2,674	2,534	2,621	2,764	3,340	31,347	+5.6	-26.7
GAF, TOTAL[2]	971	960	939	1,078	1,091	1,198	1,189	1,119	1,197	1,137	1,178	1,402	2,023	14,511	+1.1	-52.0
MIAMI, FLA., TOTAL	1,140	991	968	1,036	979	1,039	982	972	1,109	1,050	1,146	1,177	1,374	12,823	+15.0	-17.0
NONDURABLE GOODS, TOTAL	552	503	487	551	538	550	530	540	593	574	612	609	730	6,817	+9.7	-24.4
GAF, TOTAL[2]	274	246	252	287	278	301	292	284	336	282	315	347	516	3,736	+11.4	-46.9
MILWAUKEE, WIS., TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	142	133	129	168	178	178	161	155	178	163	191	230	322	2,186	+6.8	-55.9
MINNEAPOLIS-ST. PAUL, MINN.-WIS.,TOTAL	1,290	1,188	1,179	1,333	1,490	1,685	1,467	1,370	1,504	1,456	1,487	1,502	1,618	17,279	+8.6	-20.3
NONDURABLE GOODS, TOTAL	768	734	710	801	859	975	877	805	867	832	900	940	1,068	10,368	+4.6	-28.1
GAF, TOTAL[2]	262	241	233	283	297	312	298	280	338	305	336	378	542	3,843	+8.7	-51.7
NASSAU-SUFFOLK, N.Y., TOTAL	1,681	1,528	1,454	1,499	1,592	1,769	1,595	1,589	1,627	1,508	1,621	1,774	2,148	19,704	+10.0	-21.7
NONDURABLE GOODS, TOTAL	1,024	986	899	911	917	958	886	858	945	843	936	1,043	1,328	11,510	+3.9	-22.9
GAF, TOTAL[2]	375	354	350	386	397	439	415	372	418	380	427	532	852	5,322	+5.9	-56.0
NEW YORK, N.Y.-N.J., TOTAL	3,635	3,476	3,407	3,718	3,826	4,041	3,851	3,632	3,797	3,792	3,971	3,993	4,872	46,376	+4.6	-25.4
NONDURABLE GOODS, TOTAL	2,497	2,443	2,338	2,520	2,583	2,725	2,622	2,470	2,596	2,559	2,754	2,827	3,446	31,383	+2.2	-27.5
GAF, TOTAL[2]	1,011	974	990	1,087	1,131	1,258	1,152	1,019	1,170	1,176	1,310	1,443	2,068	14,778	+3.8	-51.1

SEE FOOTNOTES AT END OF TABLE.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

AREA[1] AND KIND OF BUSINESS	1986	1985													PERCENT CHANGE JAN. 1986 FROM--	
	JAN. P	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL	JAN. 1985	DEC. 1985
	DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES															
STANDARD METROPOLITAN STATISTICAL AREAS																
NEWARK, N.J., TOTAL	859	792	765	859	880	990	887	886	901	896	920	949	1,155	10,780	+8.5	-25.6
NONDURABLE GOODS, TOTAL	601	594	564	619	625	627	633	608	625	615	653	675	839	7,677	+1.2	-28.4
GAF, TOTAL[2]	196	190	202	220	236	250	231	213	236	230	260	296	416	2,980	+3.2	-52.9
PHILADELPHIA, PA.-N.J., TOTAL	2,213	1,821	1,748	2,033	2,148	2,292	2,285	2,209	2,345	2,273	2,365	2,559	3,183	27,211	+21.5	-30.5
NONDURABLE GOODS, TOTAL	1,405	1,261	1,169	1,375	1,348	1,449	1,430	1,365	1,467	1,405	1,499	1,656	2,046	17,470	+11.4	-31.3
GAF, TOTAL[2]	500	473	483	565	583	623	591	522	615	586	657	790	1,253	7,741	+5.7	-60.1
PITTSBURGH, PA., TOTAL	827	757	774	900	1,055	1,132	1,027	983	1,016	938	938	999	1,186	11,705	+9.2	-30.3
NONDURABLE GOODS, TOTAL	549	518	524	585	605	650	607	612	660	581	622	691	834	7,489	+6.0	-34.2
GAF, TOTAL[2]	200	191	209	250	255	276	248	234	286	250	277	363	504	3,343	+4.7	-60.3
ST. LOUIS, MO.-IND., TOTAL	1,145	1,010	1,040	1,233	1,289	1,343	1,218	1,174	1,285	1,237	1,282	1,310	1,509	14,930	+13.4	-24.1
NONDURABLE GOODS, TOTAL	781	658	631	736	787	823	787	759	804	778	876	922	1,104	9,665	+18.7	-29.3
GAF, TOTAL[2]	239	252	242	312	323	339	308	281	317	291	307	376	562	3,910	-5.2	-57.5
SAN DIEGO, CALIF., TOTAL	1,009	908	889	962	1,002	1,086	1,026	1,040	1,126	1,081	1,057	1,113	1,364	12,654	+11.1	-26.0
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	255	257	243	275	276	292	288	290	318	292	308	356	530	3,725	-0.8	-51.9
SAN FRANCISCO-OAKLAND, CALIF., TOTAL	2,022	1,932	1,861	2,104	2,062	2,230	2,131	2,218	2,355	2,194	2,244	2,345	2,754	26,430	+4.7	-26.6
NONDURABLE GOODS, TOTAL	1,306	1,240	1,202	1,310	1,334	1,443	1,392	1,394	1,510	1,365	1,449	1,554	1,841	17,034	+5.3	-29.1
GAF, TOTAL[2]	445	451	428	489	500	531	526	505	577	524	562	667	984	6,744	-1.3	-54.8
WASHINGTON, D.C.-MD.-VA., TOTAL	1,659	1,799	1,798	1,995	2,108	2,195	2,073	2,065	2,194	2,056	2,049	2,009	2,437	24,778	+3.3	-23.7
NONDURABLE GOODS, TOTAL	966	989	950	1,096	1,150	1,190	1,110	1,096	1,142	1,010	1,087	1,128	1,411	13,359	-2.3	-31.5
GAF, TOTAL[2]	399	384	390	460	473	491	456	434	501	479	529	597	920	6,114	+3.9	-56.6
CITIES																
CHICAGO, ILL., TOTAL	918	866	645	961	1,002	1,045	1,012	1,100	1,134	1,052	1,116	1,106	1,213	12,452	+6.0	-24.3
NONDURABLE GOODS, TOTAL	702	659	643	743	763	806	786	760	841	808	885	915	995	9,624	+6.5	-29.4
DEPARTMENT STORES	67	68	69	93	95	98	92	83	101	97	105	124	179	1,199	-1.5	-62.6
GAF, TOTAL[2]	200	182	185	227	236	254	241	221	264	242	256	303	418	3,029	+9.9	-52.2
LOS ANGELES, CALIF., TOTAL	1,246	1,141	1,130	1,285	1,252	1,390	1,316	1,362	1,420	1,345	1,377	1,417	1,645	16,080	+9.2	-24.3
NONDURABLE GOODS, TOTAL	804	771	740	836	808	897	880	897	923	864	908	966	1,121	10,611	+4.3	-28.3
DEPARTMENT STORES	104	108	112	128	133	139	140	125	136	131	137	169	243	1,701	-3.7	-57.2
GAF, TOTAL[2]	350	334	347	380	384	446	430	398	432	417	427	498	673	5,161	+4.8	-48.0
NEW YORK, N.Y., TOTAL	2,536	2,302	2,254	2,417	2,455	2,593	2,472	2,338	2,464	2,490	2,703	2,719	3,364	30,571	+10.2	-24.6
NONDURABLE GOODS, TOTAL	1,845	1,697	1,628	1,763	1,774	1,869	1,803	1,718	1,829	1,831	1,987	2,029	2,459	22,387	+8.7	-25.0
DEPARTMENT STORES	154	149	175	191	196	232	200	159	198	206	244	271	405	2,626	+3.4	-62.0
GAF, TOTAL[2]	734	680	691	765	791	882	809	712	810	837	928	1,006	1,422	10,333	+7.9	-48.4
PHILADELPHIA, PA., TOTAL	530	471	435	490	506	535	523	520	524	509	580	616	743	6,452	+12.5	-28.7
NONDURABLE GOODS, TOTAL	461	400	358	409	418	440	426	428	437	428	486	511	601	5,341	+15.3	-23.3
DEPARTMENT STORES	31	30	30	38	40	45	40	36	39	40	47	56	84	525	+3.3	-63.1
GAF, TOTAL[2]	121	128	133	154	161	168	153	141	146	146	164	179	270	1,943	-5.5	-55.2

P PRELIMINARY ESTIMATES. (S) DATA DO NOT MEET PUBLICATION STANDARDS BECAUSE OF HIGH SAMPLING ERROR.

[1] FOR DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND STANDARD METROPOLITAN STATISTICAL AREAS, (SEE APPENDIX D).
[2] GAF REPRESENTS STORES WHICH SPECIALIZE IN DEPARTMENT STORE TYPES OF MERCHANDISE (SEE APPENDIX A).
[3] STATISTICS FOR THE BOSTON SMSA INCLUDE RETAIL ESTABLISHMENTS IN ALL OF ESSEX, MIDDLESEX, NORFOLK, PLYMOUTH, AND SUFFOLK COUNTIES.

NOTE: SAMPLING VARIABILITIES ARE SHOWN IN TABLE B-5.

Table 8. Department Stores Sales in Selected Areas

DATA NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES

AREA	1986	1985													PERCENT CHANGE JAN. 1986 FROM--	
	JAN.[p]	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL	JAN. 1985	DEC. 1985
	DATA IN MILLIONS OF DOLLARS															
U.S. TOTAL DEPARTMENT STORES	7,985	7,629	7,760	9,984	10,408	11,171	10,447	9,717	11,436	10,154	11,216	13,919	20,903	134,744	+4.7	-61.8
TOTAL OF SELECTED AREAS	5,238	5,132	5,298	6,698	6,925	7,445	6,964	6,387	7,515	6,788	7,501	9,262	14,043	89,958	+2.1	-62.7
	DATA IN THOUSANDS OF DOLLARS															
STANDARD METROPOLITAN STATISTICAL AREAS[1]																
AKRON, OH	22,494	[2]21,724	22,553	30,255	33,068	33,516	30,734	28,585	35,736	31,295	34,008	44,642	68,136	414,252	+3.5	-67.0
ALBANY-SCHENECTADY-TROY, NY	24,597	23,733	25,694	30,760	34,699	39,770	36,078	32,579	40,951	35,493	39,501	51,465	74,422	465,145	+3.6	-66.9
ALBUQUERQUE, NM	21,523	18,374	19,853	23,845	25,166	27,394	24,988	29,761	[2]33,005	27,837	31,121	35,585	53,701	349,130	+17.1	-59.9
ALLENTOWN-BETHLEHEM-EASTON, PA-NJ	21,104	[2]21,292	22,846	28,104	29,689	32,611	30,059	26,140	32,154	29,837	33,939	45,617	66,015	397,103	-0.9	-68.0
ANAHEIM-SANTA ANA-GARDEN GROVE, CA	107,785	107,281	109,392	127,712	130,706	139,515	141,231	129,145	137,420	131,966	140,340	178,962	275,746	1,749,425	+0.5	-60.9
ATLANTA, GA	110,689	[2]107,217	113,198	156,337	155,468	162,497	156,443	140,109	175,200	153,651	165,429	206,816	319,423	2,011,788	+3.2	-65.3
AUSTIN, TX	28,800	[2]26,246	29,360	38,008	38,016	41,640	37,906	36,322	42,610	36,586	39,164	45,799	71,721	483,278	+9.7	-59.8
BAKERSFIELD, CA	13,385	14,044	13,773	16,644	18,707	18,746	18,927	17,439	20,227	17,524	17,980	27,275	33,510	229,895	-4.7	-60.1
BALTIMORE, MD	68,626	[2]66,767	74,297	89,482	95,678	105,008	94,859	82,329	98,368	94,843	104,683	135,726	207,718	1,248,882	+2.8	-66.9
BATON ROUGE, LA	20,947	[2]21,797	20,091	29,160	27,755	29,969	28,001	26,960	29,446	24,083	26,678	34,688	52,758	352,026	-3.9	-60.3
BIRMINGHAM, AL	26,329	[2]23,290	24,078	34,644	36,160	37,189	35,567	31,949	[2]37,988	39,199	34,736	45,189	67,938	441,927	+13.0	-61.2
BOSTON, MA	98,821	[2]97,519	102,123	131,170	130,858	140,854	134,401	116,017	146,713	136,352	155,191	[2]188,412	[2]287,743	1,776,353	+1.3	-65.7
BRIDGEPORT, CT	15,009	14,016	15,477	19,985	20,030	24,022	22,120	19,239	[2]23,179	[2]20,088	[2]23,034	[2]30,902	[2]48,361	280,483	+7.1	-69.0
BUFFALO, NY	39,052	[2]32,776	35,886	48,858	53,938	50,287	51,701	48,479	59,642	53,340	61,074	76,805	106,688	687,473	+19.2	-63.4
CANTON, OH	14,261	[2]13,862	13,769	19,177	20,947	20,334	19,179	18,043	22,781	19,394	21,681	29,312	43,436	262,514	+2.9	-67.2
CHARLESTON-NORTH CHARLESTON, SC	12,843	[2]12,070	11,734	16,290	18,905	18,891	17,981	16,739	19,976	13,978	17,258	21,634	34,979	220,435	+6.4	-63.2
CHARLOTTE-GASTONIA, NC	21,652	[2]21,071	20,689	29,676	31,702	32,465	30,127	27,674	33,716	29,703	30,622	40,203	66,245	393,884	+2.8	-67.3
CHATTANOOGA, TN-GA	13,584	[2]13,460	13,255	18,830	19,492	20,366	18,783	18,071	20,964	18,705	20,343	25,757	39,268	247,334	+0.9	-65.4
CHICAGO, IL	248,548	[2]245,264	248,895	331,916	341,572	364,385	336,917	308,395	368,976	333,097	375,655	442,919	677,980	4,376,571	+1.3	-63.3
CINCINNATI, OH-KY-IN	60,563	56,251	59,108	84,040	85,434	87,298	83,771	76,975	90,173	79,076	94,703	114,765	171,603	1,082,195	+7.7	-64.7
CLEVELAND, OH	69,268	[2]70,467	68,591	94,766	107,664	104,649	95,884	89,679	124,274	90,278	107,703	130,781	199,633	1,273,468	-1.7	-65.3
COLUMBIA, SC	14,954	14,478	13,894	19,960	20,728	22,747	20,191	18,788	22,331	19,260	19,905	26,194	43,566	262,042	+3.3	-65.7
COLUMBUS, OH	41,434	37,425	42,255	57,654	57,739	60,790	56,377	54,288	66,051	55,757	64,189	79,669	122,351	754,543	+10.7	-66.1
DALLAS-FORT WORTH, TX	167,546	[2]155,941	160,341	209,707	210,461	228,647	206,946	201,082	225,947	210,291	227,904	274,967	430,339	2,742,368	+7.4	-61.1
DAVENPORT-ROCK ISLAND-MOLINE, IA-IL	14,630	14,509	14,734	19,606	20,505	21,998	19,756	18,570	21,078	19,298	20,742	26,546	39,064	257,305	+0.8	-62.5
DAYTON, OH	31,572	29,840	31,755	43,643	46,827	48,009	42,974	41,122	40,097	43,497	50,663	60,521	93,883	581,831	+5.8	-66.4
DENVER-BOULDER, CO	74,354	74,449	73,058	90,337	94,326	104,660	96,413	90,089	102,444	95,643	102,079	120,790	191,814	1,236,101	-0.1	-61.2
DETROIT, MI	178,623	170,510	167,179	210,580	220,485	233,828	226,075	207,411	238,765	219,316	249,456	306,310	431,521	2,876,437	+4.8	-58.6
EL PASO, TX	19,755	19,211	18,813	24,127	25,481	27,353	24,528	23,784	28,024	25,213	26,560	29,228	46,099	318,326	+2.8	-57.1
FLINT, MI	28,828	28,377	27,455	35,177	37,091	39,162	37,507	34,727	39,142	34,700	39,391	48,109	63,980	464,713	+1.6	-54.9
FORT LAUDERDALE-HOLLYWOOD, FL	51,663	[2]50,834	53,564	64,936	59,761	61,722	57,458	53,036	65,139	53,688	61,916	71,297	119,095	772,746	+1.6	-56.6
FRESNO, CA	19,136	18,979	19,308	22,658	24,247	25,434	24,929	23,027	29,964	24,827	25,900	32,073	48,456	319,202	+0.8	-60.5
GARY-HAMMOND-EAST CHICAGO, IN	19,284	18,617	18,269	26,063	27,103	28,765	26,587	24,623	30,499	25,858	28,943	35,304	54,796	345,427	+3.6	-64.8
GRAND RAPIDS, MI	46,845	41,611	38,657	48,094	51,187	53,869	51,554	49,725	54,683	52,290	55,266	66,509	82,255	645,704	+12.6	-43.0
GREENSBORO-WINST-SALEM-HIGH PT., NC	24,662	[2]24,170	22,981	32,375	35,716	35,462	33,701	30,966	36,701	37,438	34,907	44,558	70,503	434,476	+2.0	-65.0
GREENVILLE-SPARTANBURG, SC	[2]18,584	[2]18,228	16,696	23,962	26,014	28,547	25,443	23,377	27,532	23,819	26,356	32,996	51,566	322,536	+2.0	-64.0
HARRISBURG, PA	17,524	[2]16,721	16,537	22,245	24,216	25,512	23,220	21,120	25,287	25,597	29,137	37,827	52,544	319,963	+4.8	-66.6
HARTFORD, CT	29,986	[2]28,815	29,927	37,802	40,602	44,458	41,104	35,448	44,274	38,093	44,010	57,448	88,511	531,292	+4.1	-66.1
HONOLULU, HI	39,482	36,924	35,709	46,190	39,554	44,396	41,551	48,359	47,074	[2]39,409	44,506	49,649	76,452	548,771	+6.9	-48.4
HOUSTON, TX	134,599	139,110	132,301	176,617	177,893	197,138	178,122	169,949	194,991	163,749	176,876	205,507	343,736	2,256,484	-3.2	-60.8
INDIANAPOLIS, IN	50,969	47,144	49,168	68,396	67,938	77,608	67,115	62,633	74,734	63,818	75,153	97,663	147,569	892,897	+8.1	-65.5
JACKSONVILLE, FL	22,243	[2]23,488	23,839	32,217	31,709	34,208	33,585	31,343	35,620	31,119	33,094	37,116	62,036	410,069	-5.3	-64.1
JERSEY CITY, NJ	5,522	[2]5,600	5,777	6,764	7,790	9,036	8,202	7,764	8,059	[2]7,425	[2]8,208	[2]10,040	[2]15,909	100,594	-1.4	-65.3
JOHNSON CITY-KINGSPORT-BRIS., TN-V	14,575	[2]14,185	13,202	19,410	20,197	20,550	19,341	19,004	[2]21,841	18,459	20,919	27,466	40,394	254,959	+2.8	-63.9
KANSAS CITY, MO-KS	66,364	61,314	62,259	80,881	84,834	93,733	85,434	81,914	97,483	81,963	85,547	117,141	169,018	1,096,501	+8.2	-61.5
KNOXVILLE, TN	21,167	[2]20,243	19,907	28,477	28,698	30,173	27,913	27,277	30,968	27,711	30,178	40,707	59,555	371,402	+4.6	-64.5
LANSING-EAST LANSING, MI	31,338	29,398	26,567	33,177	34,467	36,922	34,852	32,418	35,730	34,012	37,963	44,149	56,322	435,945	+6.6	-44.4
LAS VEGAS, NV	29,294	27,807	27,807	33,122	35,561	37,530	33,868	31,797	37,209	33,307	37,097	46,132	69,650	451,277	+5.4	-57.9
LITTLE ROCK-NORTH LITTLE ROCK, AR.	21,311	[2]20,564	20,594	28,696	28,415	32,336	29,600	27,149	[2]31,393	26,158	27,836	35,471	56,861	365,053	+3.7	-62.5
LONG BRANCH-ASBURY PARK, NJ	18,292	[2]17,542	19,672	24,530	25,638	30,018	28,422	23,269	31,460	27,723	30,393	39,505	62,395	361,777	+4.3	-70.7
LOS ANGELES-LONG BEACH, CA	336,297	337,246	338,076	394,716	410,111	432,576	439,591	400,866	433,953	410,009	428,798	539,828	808,798	5,374,108	-0.3	-58.4
LOUISVILLE, KY-IN	35,414	33,666	34,769	48,720	50,632	50,972	48,167	45,286	57,464	46,527	53,160	69,419	103,103	636,904	+5.2	-65.7
MEMPHIS, TN-AR-MS	33,295	[2]30,512	33,088	44,796	45,903	47,956	45,028	42,927	47,830	42,019	46,519	60,709	97,876	580,064	+9.1	-66.2
MIAMI, FL	72,078	[2]75,289	69,880	96,376	91,319	90,192	96,047	87,464	109,496	87,412	97,367	107,708	173,186	1,201,216	-4.3	-58.4
MILWAUKEE, WI	56,342	54,267	54,586	76,731	73,785	79,626	71,720	67,445	82,101	71,935	88,210	111,865	154,291	991,678	+3.8	-63.5
MINNEAPOLIS-ST. PAUL, MN-WI	124,363	124,027	124,404	155,354	157,761	171,461	159,460	145,459	180,035	160,096	185,765	203,418	290,046	2,056,880	+0.3	-57.1
MOBILE, AL	13,658	[2]13,207	12,035	17,759	17,509	18,768	17,520	16,556	17,204	17,600	17,792	23,536	37,466	226,949	+3.4	-63.5
NASHVILLE-DAVIDSON, TN	36,396	[2]31,728	32,462	49,135	49,352	50,535	48,031	45,537	[2]54,332	47,371	52,509	70,938	103,319	634,449	+14.7	-64.8
NASSAU-SUFFOLK, NY	93,825	89,410	105,547	120,083	128,707	152,529	142,685	116,740	143,411	130,050	151,841	190,605	294,028	1,765,636	+4.9	-68.1
NEW BRUNS.-PERTH AMBOY-SAYRE., NJ.	26,359	[2]25,444	30,590	36,830	38,162	44,271	40,283	32,252	41,857	40,111	43,439	58,841	90,585	522,665	+3.6	-70.9
NEW HAVEN-WEST HAVEN, CT	14,574	[2]13,778	13,216	17,719	19,902	22,333	20,926	18,007	22,450	18,467	20,024	26,913	40,069	256,554	+5.8	-63.6
NEW ORLEANS, LA	37,246	[2]39,000	36,888	54,063	50,759	52,443	48,713	46,853	51,698	44,848	52,869	64,785	99,674	642,597	-4.5	-62.6
NEW YORK, NY-NJ	234,985	[2]225,418	266,373	296,424	307,698	362,624	318,781	254,936	322,422	321,732	374,792	428,707	652,517	4,131,926	+4.2	-64.0
NEWARK, NJ	46,181	[2]45,563	52,866	61,615	65,034	74,827	67,130	55,299	72,189	66,829	75,170	93,963	147,714	878,199	+1.4	-68.7
NORFOLK-VA.BEACH-PORTSMOUTH, VA-NC	24,976	[2]24,431	23,013	31,063	34,515	35,500	33,321	31,248	37,076	32,502	35,653	47,489	70,722	436,557	+2.2	-64.7
NORTHEAST PENNSYLVANIA	21,077	[2]20,717	21,425	28,492	31,184	34,100	31,120	29,517	34,943	30,509	35,142	47,550	64,798	409,997	+1.7	-67.5
OKLAHOMA CITY, OK	34,212	[2]32,716	32,487	42,796	42,922	48,664	43,744	42,270	[2]47,396	41,122	44,887	56,727	86,461	559,692	+4.6	-60.4
OMAHA, NE-IA	25,906	25,052	25,937	33,946	34,407	38,655	34,291	32,962	38,696	32,794	35,689	45,797	70,519	449,245	+3.4	-63.3
ORLANDO, FL	33,433	[2]34,105	35,366	45,863	43,976	46,328	46,576	40,827	46,934	39,171	45,477	53,600	83,938	562,221	-2.0	-60.2
OXNARD-SIMI VALLEY-VENTURA, CA	[2]26,036	26,485	27,042	31,359	32,755	34,938	36,117	32,864	36,344	33,701	33,649	44,680	67,132	436,565	-1.7	-61.2
PATERSON-CLIFTON-PASSAIC, NJ	16,606	[2]15,761	20,221	23,062	25,046	28,746	26,457	21,833	27,781	26,525	29,172	38,765	57,791	340,658	+5.4	-71.3
PHILADELPHIA, PA-NJ	153,609	[2]148,150	160,623	205,188	213,411	240,453	217,725	184,673	224,901	219,730	248,135	311,603	484,289	2,857,981	+3.7	-68.3
PHOENIX, AZ	80,385	73,970	78,007	97,087	94,440	98,801	89,209	81,219	92,107	85,563	99,078	124,209	195,490	1,209,175	+8.7	-58.9
PITTSBURGH, PA	86,321	[2]80,465	90,873	119,867	129,237	133,053	119,746	110,641	136,334	120,710	136,539	188,142	255,981	1,621,528	+7.3	-66.3
PORTLAND, OR-WA	(5)	66,610	66,698	79,936	82,974	89,968	87,517	83,384	97,035	88,960	89,928	104,025	156,463	1,093,198	-5.4	-59.7

SEE FOOTNOTES AT END OF TABLE.

Table 8. Department Stores Sales in Selected Areas—Continued

DATA NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY OR TRADING-DAY DIFFERENCES

AREA	1986	1985													PERCENT CHANGE JAN. 1986 FROM--	
	JAN.P	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL	JAN. 1985	DEC. 1985
	DATA IN THOUSANDS OF DOLLARS															
STANDARD METROPOLITAN STATISTICAL AREAS[1]																
PROVIDENCE-WARWICK-PAWTUCKET,RI-MA	[2]29,734	(S)	[2]30,072	[2]38,809	[2]40,580	[2]44,713	[2]40,954	[2]35,921	[2]43,275	[2]39,095	[2]44,657	[2]56,685	[2]86,429	529,515	+0.9	-66.2
RALEIGH-DURHAM, NC	[2]21,973	[2]20,902	19,387	27,004	30,051	30,398	28,681	26,747	31,281	[2]28,434	[2]30,202	[2]38,596	[2]60,774	372,458	+5.1	-63.8
RICHMOND, VA	20,166	[2]20,430	21,615	28,527	30,149	32,611	28,699	26,542	32,562	29,380	32,259	42,472	62,677	388,012	-1.3	-67.8
RIVERSIDE-SAN BERNARDINO-ONTARIO,CA	84,414	78,931	80,720	94,746	98,080	102,867	59,928	97,575	100,211	95,840	104,121	133,726	199,844	1,281,589	+7.0	-57.8
ROCHESTER, NY	29,717	[2]29,066	29,027	39,481	41,206	45,172	41,074	36,241	43,075	40,209	44,857	58,298	82,519	531,025	+2.2	-64.0
SACRAMENTO, CA	[2]47,915	46,955	47,739	56,787	58,462	61,429	61,156	56,440	67,749	60,700	64,956	81,955	120,526	783,249	+2.0	-60.2
ST. LOUIS, MO-IL	112,761	107,945	110,090	145,556	149,679	158,648	146,934	137,715	164,209	147,899	153,744	199,671	298,915	1,917,004	+4.5	-62.3
SALT LAKE CITY-OGDEN, UT	[2]31,876	31,185	32,772	38,914	43,837	46,439	44,647	43,602	52,617	44,201	46,283	62,516	90,867	579,980	+2.2	-64.9
SAN ANTONIO, TX	45,365	[2]44,482	47,067	61,370	59,409	66,664	60,468	61,433	68,668	56,716	62,823	71,459	115,856	776,541	+2.0	-60.8
SAN DIEGO, CA	[2]95,491	93,716	93,276	109,274	112,524	117,771	118,925	114,779	125,009	115,573	119,190	147,049	224,740	1,491,728	+1.9	-57.5
SAN FRANCISCO-OAKLAND, CA	152,857	156,057	151,384	175,526	185,328	196,820	191,716	185,183	213,437	190,127	209,980	250,779	[2]379,801	2,485,138	-2.1	-59.8
SAN JOSE, CA	[2]65,284	69,034	67,490	79,512	84,329	89,734	88,242	80,171	96,173	85,482	91,896	110,563	[2]169,017	1,114,048	-5.4	-61.4
SEATTLE-EVERETT, WA	[2]61,531	60,219	67,642	77,540	82,572	86,103	82,408	77,152	96,290	85,374	91,057	102,818	159,400	1,063,572	+2.2	-61.4
SPRINGFIELD-CHICOPEE-HOLYOKE,MA-CT	19,944	[2]18,678	19,060	24,990	26,563	28,777	26,535	24,301	29,695	25,966	28,658	37,569	56,187	347,179	+6.8	-64.5
SYRACUSE, NY	[2]17,100	[2]16,872	16,847	22,818	24,360	27,692	24,758	22,282	26,707	24,702	25,888	35,796	48,629	317,352	+1.4	-64.8
TACOMA, WA	[2]17,301	16,807	17,559	21,330	22,526	24,178	23,212	21,545	27,124	22,990	23,921	27,436	44,275	292,904	+2.9	-60.9
TAMPA-ST. PETERSBURG, FL	76,545	[2]74,865	77,044	98,327	93,027	98,408	67,427	80,353	93,618	81,848	93,420	120,403	185,660	1,181,400	+2.2	-58.8
TOLEDO, OH-MI	29,711	28,375	28,512	38,775	42,199	42,147	39,715	39,116	45,101	42,853	43,572	57,200	85,580	533,745	+4.7	-65.3
TUCSON, AZ	26,972	[2]25,647	25,964	32,530	31,969	33,296	30,707	28,925	33,542	30,030	32,500	40,254	63,405	408,795	+5.2	-57.5
TULSA, OK	26,846	25,234	24,768	33,997	34,357	37,853	35,585	33,443	[2]37,985	31,400	34,126	41,695	64,455	434,919	+6.4	-58.3
WASHINGTON, DC-MD-VA	127,457	[2]128,781	134,584	160,947	178,119	190,213	170,358	155,168	180,756	176,422	188,473	232,203	359,932	2,255,956	-1.0	-64.6
WEST PALM BEACH-BOCA RATON, FL	34,631	[2]32,725	34,291	42,189	37,019	37,599	34,817	31,463	37,949	30,958	37,566	45,745	75,639	477,832	+5.8	-54.2
WICHITA, KS	18,629	18,360	17,098	23,239	24,417	26,730	23,926	23,011	26,639	22,924	23,959	29,094	47,575	308,867	+1.5	-60.8
WILMINGTON, DE-NJ-MD	20,721	[2]19,902	22,334	28,338	29,762	32,446	30,166	25,510	33,770	30,036	34,897	44,669	67,919	399,749	+4.1	-69.5
YOUNGSTOWN-WARREN, OH	17,010	[2]17,093	18,770	25,277	26,438	27,203	24,935	23,583	28,847	24,504	28,272	37,096	53,949	337,047	-0.5	-68.5

PPRELIMINARY ESTIMATES. (S) DATA DOES NOT MEET PUBLICATION STANDARDS BECAUSE OF INADEQUATE RESPONSE.

[1]FOR DEFINITIONS OF STANDARD METROPOLITAN STATISTICAL AREAS, SEE APPENDIX F. [2]DATA ARE SHOWN EVEN THOUGH RESPONSE IS BELOW THE USUAL STANDARD FOR PUBLICATION.

NOTE: THE DATA SHOWN IN TABLE 8 WERE FUNDED, IN PART, BY A CONSORTIUM OF RETAIL FIRMS ORGANIZED BY THE NATIONAL RETAIL MERCHANTS ASSOCIATION.

Table 8A. Number of Department Stores in Selected Areas

STANDARD METROPOLITAN STATISTICAL AREAS[1]	NUMBER OF STORES			STANDARD METROPOLITAN STATISTICAL AREAS[1]	NUMBER OF STORES			STANDARD METROPOLITAN STATISTICAL AREAS[1]	NUMBER OF STORES		
	DEC. 1985	JAN. 1986	JAN. 1985		DEC. 1985	JAN. 1986	JAN. 1985		DEC. 1985	JAN. 1986	JAN. 1985
AKRON, OH	33	33	33	GREENVILLE-SPARTANBURG, SC	33	33	34	PATERSON-CLIFTON-PASSAIC, NJ	13	13	13
ALBANY-SCHENECTADY-TROY, NY	42	42	40	HARRISBURG, PA	25	25	24	PHILADELPHIA, PA-NJ	161	161	155
ALBUQUERQUE, NM	23	23	18	HARTFORD, CT	40	40	40	PHOENIX, AZ	64	64	63
ALLENTOWN-BETHLEHEM-EASTON, PA-NJ	31	31	31	HONOLULU, HI	22	22	23	PITTSBURGH, PA	114	114	116
ANAHEIM-SANTA ANA-GARDEN GROVE, CA	79	79	78	HOUSTON, TX	135	134	132	PORTLAND, OR-WA	60	60	61
ATLANTA, GA	106	107	106	INDIANAPOLIS, IN	69	69	68	PROVIDENCE-WARWICK-PAWTUCKET,RI-MA	32	32	30
AUSTIN, TX	28	28	25	JACKSONVILLE, FL	29	29	33	RALEIGH-DURHAM, NC	29	29	26
BAKERSFIELD, CA	15	15	15	JERSEY CITY, NJ	7	7	7	RICHMOND, VA	26	26	28
BALTIMORE, MD	99	99	97	JOHNSON CITY-KINGSPORT-BRIS.,TN-VA	29	29	30	RIVERSIDE-SAN BERNARDINO-ONTARIO,CA	71	71	71
BATON ROUGE, LA	23	23	22	KANSAS CITY, MO-KS	69	69	71	ROCHESTER, NY	46	46	46
BIRMINGHAM, AL	34	34	34	KNOXVILLE, TN	38	38	39	SACRAMENTO, CA	34	34	34
BOSTON, MA	94	93	96	LANSING-EAST LANSING, MI	18	18	17	ST. LOUIS, MO-IL	109	109	107
BRIDGEPORT, CT	19	19	19	LAS VEGAS, NV	30	30	30	SALT LAKE CITY-OGDEN, UT	44	44	43
BUFFALO, NY	63	63	62	LITTLE ROCK-NORTH LITTLE ROCK, AR	26	25	32	SAN ANTONIO, TX	49	50	45
CANTON, OH	22	22	22	LONG BRANCH-ASBURY PARK, NJ	19	19	19	SAN DIEGO, CA	81	81	80
CHARLESTON-NORTH CHARLESTON, SC	24	24	22	LOS ANGELES-LONG BEACH, CA	238	238	230	SAN FRANCISCO-OAKLAND, CA	90	90	91
CHARLOTTE-GASTONIA, NC	31	31	31	LOUISVILLE, KY-IN	49	49	47	SAN JOSE, CA	41	41	41
CHATTANOOGA, TN-GA	26	26	26	MEMPHIS, TN-AR-MS	36	36	35	SEATTLE-EVERETT, WA	50	50	49
CHICAGO, IL	227	225	225	MIAMI, FL	60	60	65	SPRINGFIELD-CHICOPEE-HOLYOKE,MA-CT	38	38	35
CINCINNATI, OH-KY-IN	72	72	72	MILWAUKEE, WI	62	62	62	SYRACUSE, NY	35	35	34
CLEVELAND, OH	92	92	95	MINNEAPOLIS-ST. PAUL, MN-WI	82	79	83	TACOMA, WA	15	15	15
COLUMBIA, SC	19	19	18	MOBILE, AL	16	16	16	TAMPA-ST. PETERSBURG, FL	97	97	94
COLUMBUS, OH	44	44	42	NASHVILLE-DAVIDSON, TN	53	53	53	TOLEDO, OH-MI	46	46	47
DALLAS-FORT WORTH, TX	177	177	170	NASSAU-SUFFOLK, NY	64	64	62	TUCSON, AZ	25	25	25
DAVENPORT-ROCK ISLAND-MOLINE,IA-IL	23	23	23	NEW BRUNS.-PERTH AMBOY-SAYRE., NJ	19	19	19	TULSA, OK	32	33	32
DAYTON, OH	44	44	44	NEW HAVEN-WEST HAVEN, CT	19	19	17	WASHINGTON, DC-MD-VA	108	108	104
DENVER-BOULDER, CO	72	71	70	NEW ORLEANS, LA	44	44	39	WEST PALM BEACH-BOCA RATON, FL	31	31	31
DETROIT, MI	119	119	117	NEW YORK, NY-NJ	92	92	92	WICHITA, KS	22	22	22
EL PASO, TX	21	21	21	NEWARK, NJ	38	38	38	WILMINGTON, DE-NJ-MD	26	26	26
FLINT, MI	21	21	21	NORFOLK-VA. BEACH-PORTSMOUTH, VA-NC	38	34	36	YOUNGSTOWN-WARREN, OH	28	28	28
FORT LAUDERDALE-HOLLYWOOD, FL	55	55	56	NORTHEAST PENNSYLVANIA	36	36	35				
FRESNO, CA	16	16	16	OKLAHOMA CITY, OK	41	41	41				
GARY-HAMMOND-EAST CHICAGO, IN	25	25	24	OMAHA, NE-IA	37	38	36				
GRAND RAPIDS, MI	26	26	26	ORLANDO, FL	35	35	39				
GREENSBORO-WINSTON-SALEM-HIGH PT.,NC	42	42	42	OXNARD-SIMI VALLEY-VENTURA, CA	23	23	24				

[1]FOR DEFINITIONS OF STANDARD METROPOLITAN STATISTICAL AREAS, SEE APPENDIX F.

NOTE: THE DATA SHOWN IN TABLE 8A WERE FUNDED, IN PART, BY A CONSORTIUM OF RETAIL FIRMS ORGANIZED BY THE NATIONAL RETAIL MERCHANTS ASSOCIATION.

Figure 5. **Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – January 1986**

(Seasonally Adjusted)

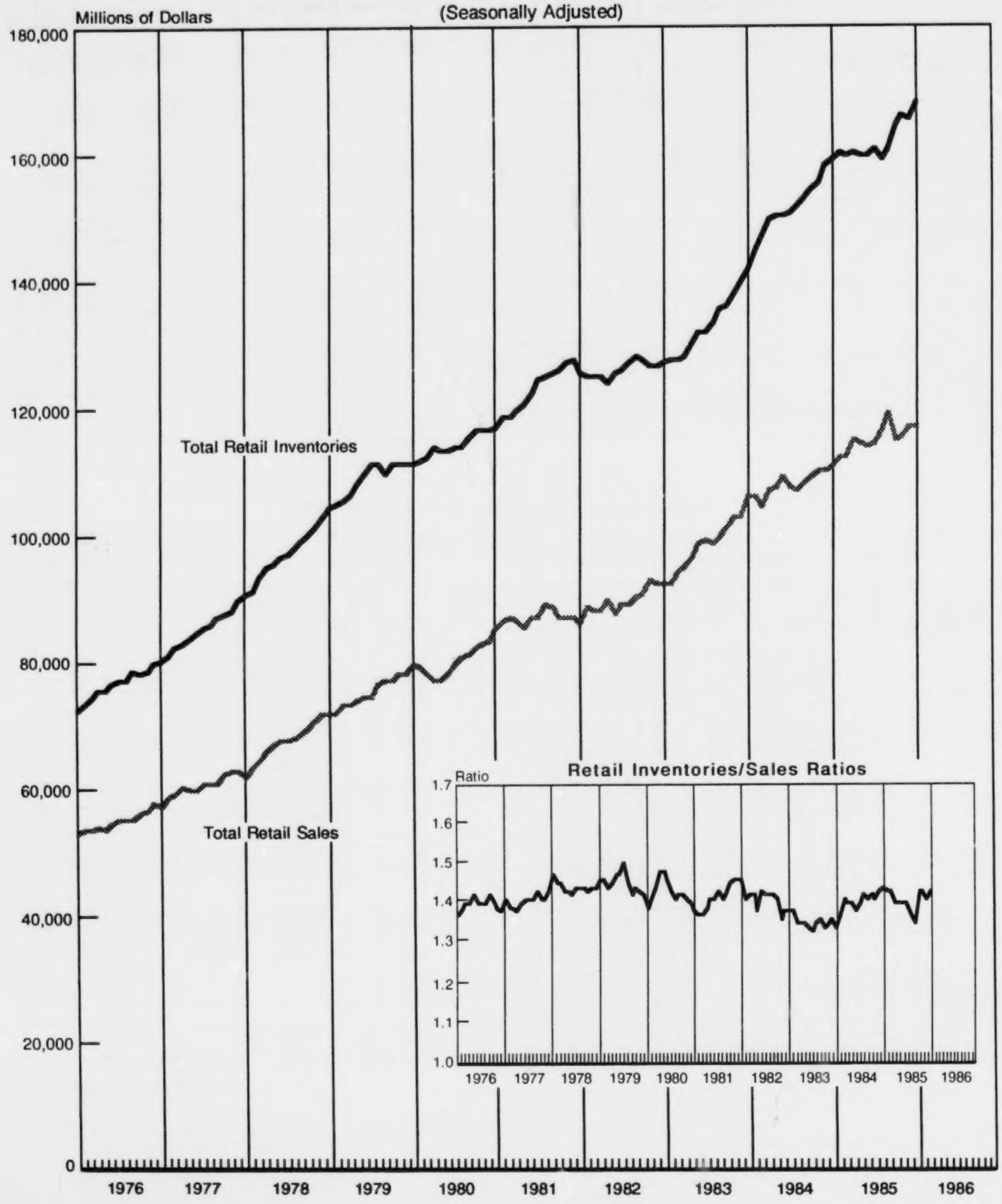

Table 9. Estimated End-of-Month Retail Inventories, by Kind of Business

SIC CODE	KIND OF BUSINESS	1986	1985												PERCENT CHANGE IN TOTAL INVENTORY JAN. 1986 FROM--	
		JAN.ᴾ	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	JAN. 1985	DEC. 1985
		DATA IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS														
	RETAIL TRADE, TOTAL........	161,733	152,909	157,248	159,904	160,920	159,751	158,461	157,952	156,747	161,329	171,829	175,337	160,372	+5.8	+0.8
	TOTAL (EX. AUTO. GROUP)	117,587	114,164	116,860	119,449	120,529	119,899	118,565	120,296	122,529	126,785	133,503	134,044	117,968	+3.0	-0.3
	DURABLE GOODS, TOTAL.....	84,090	77,461	79,474	80,549	80,906	80,427	80,059	77,999	75,224	76,126	81,529	84,310	81,979	+8.6	+2.6
52	BUILDING MAT., HDWE., GARDEN SUPPLY, MOBILE HOMES DEALERS..	13,460	12,473	12,826	13,304	13,415	13,514	13,272	13,371	13,517	13,559	13,749	13,564	13,176	+7.9	+2.2
55 EX. 554	AUTOMOTIVE DEALERS.............	44,146	38,744	40,388	40,455	40,391	39,852	39,896	37,656	34,218	34,544	38,326	41,293	42,404	+13.9	+4.1
57	FURNITURE, HOME FURNISHINGS, EQUIPMENT STORES..............	12,617	11,838	11,843	12,190	12,396	12,452	12,497	12,342	12,502	12,734	13,423	13,704	12,749	+6.6	-1.0
	NONDURABLE GOODS, TOTAL..	77,643	75,447	77,774	79,355	80,014	79,324	78,402	79,953	81,523	85,203	90,300	91,027	78,393	+2.9	-1.0
53	GENERAL MERCHANDISE GROUP STRS..	27,495	27,283	28,713	29,932	30,459	30,054	29,335	29,922	30,916	32,942	35,581	36,035	28,002	+0.8	-1.8
531	DEPARTMENT STORES............	21,462	21,510	22,781	23,757	24,182	23,777	22,986	23,226	23,981	25,676	27,795	28,477	22,086	-0.2	-2.8
54	FOOD STORES....................	16,279	15,232	15,239	15,357	15,446	15,394	15,445	15,403	15,346	15,662	16,385	16,696	16,278	+6.9	0.0
56	APPAREL AND ACCESSORY STORES...	14,063	13,342	14,090	14,410	14,420	14,187	13,954	14,678	15,297	15,937	16,966	17,259	14,418	+5.4	-2.5
		DATA IN MILLIONS OF DOLLARS, ADJUSTED FOR SEASONAL VARIATIONS														
	RETAIL TRADE, TOTAL........	167,819	158,953	160,216	159,685	160,004	159,470	159,528	160,333	159,078	160,302	164,262	165,557	165,324	+5.6	+1.5
	TOTAL (EX. AUTO. GROUP)	124,368	120,782	121,419	120,898	121,241	121,151	120,605	121,751	122,046	123,078	124,463	124,098	122,131	+3.0	+1.0
	DURABLE GOODS, TOTAL.....	84,720	78,149	78,642	79,033	79,071	78,679	79,143	79,205	78,042	78,425	81,668	83,056	82,875	+8.4	+2.2
52	BUILDING MAT., HDWE., GARDEN SUPPLY, MOBILE HOMES DEALERS..	13,919	12,899	12,839	12,967	12,961	13,032	13,025	13,331	13,531	13,710	13,930	13,912	13,696	+7.9	+1.6
55 EX. 554	AUTOMOTIVE DEALERS.............	43,451	38,171	38,797	38,787	38,763	38,319	38,923	38,582	37,032	37,224	39,799	41,459	42,193	+13.8	+3.0
57	FURNITURE, HOME FURNISHINGS, EQUIPMENT STORES..............	12,980	12,166	12,097	12,351	12,509	12,527	12,447	12,454	12,477	12,633	12,957	13,076	12,943	+6.7	+0.3
	NONDURABLE GOODS, TOTAL..	83,099	80,804	81,574	80,652	80,933	80,791	80,385	81,128	81,036	81,877	82,594	82,501	82,449	+2.8	+0.8
53	GENERAL MERCHANDISE GROUP STRS..	31,330	31,091	31,224	30,773	30,713	30,515	30,253	30,384	30,340	30,752	31,066	31,079	31,059	+0.8	+0.9
531	DEPARTMENT STORES............	24,528	24,563	24,762	24,341	24,255	24,017	23,721	23,748	23,697	24,086	24,360	24,402	24,404	-0.2	+0.5
54	FOOD STORES....................	16,377	15,324	15,408	15,388	15,508	15,518	15,491	15,685	15,723	15,836	15,970	15,947	16,069	+6.9	+1.9
56	APPAREL AND ACCESSORY STORES...	15,386	14,581	14,910	14,556	14,580	14,626	14,551	14,326	14,909	14,992	15,285	15,647	15,387	+5.5	0.0

ᴾ PRELIMINARY ESTIMATES (APPENDIX B, TABLE B-8 CONTAINS MEASURES OF REVISIONS TO PRELIMINARY ESTIMATES).

NOTE: RETAIL TRADE TOTAL AND GROUP TOTALS INCLUDE KIND-OF-BUSINESS ESTIMATES NOT SHOWN SEPARATELY. SAMPLING VARIABILITIES FOR UNADJUSTED DATA ARE SHOWN IN APPENDIX B, TABLE B-6.

Table 10. Inventories/Sales Ratios

(BASED ON SEASONALLY ADJUSTED DATA)

SIC CODE	KIND OF BUSINESS	1986	1985											
		JAN.ᴾ	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
	RETAIL TRADE, TOTAL........	1.43	1.44	1.43	1.43	1.40	1.40	1.40	1.40	1.37	1.35	1.43	1.43	1.41
	TOTAL (EX. AUTO. GROUP)	1.37	1.41	1.40	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	DURABLE GOODS, TOTAL.....	1.91	1.92	1.90	1.91	1.84	1.84	1.86	1.85	1.77	1.68	1.93	1.95	1.89
52	BUILDING MAT., HDWE., GARDEN SUPPLY, MOBILE HOMES DEALERS..	2.01	2.20	2.21	2.18	2.04	2.17	2.18	2.17	2.18	2.20	2.17	2.15	2.06
55 EX. 554	AUTOMOTIVE DEALERS.............	1.65	1.55	1.54	1.55	1.48	1.46	1.49	1.48	1.36	1.25	1.59	1.64	1.61
57	FURNITURE, HOME FURNISHINGS, EQUIPMENT STORES..............	2.16	2.29	2.20	2.25	2.29	2.21	2.23	2.23	2.20	2.15	2.20	2.21	2.15
	NONDURABLE GOODS, TOTAL..	1.14	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	GENERAL MERCHANDISE GROUP STRS..	2.36	2.41	2.36	2.33	2.30	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	DEPARTMENT STORES............	2.17	2.27	2.22	2.19	2.16	2.16	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	FOOD STORES....................	0.68	0.66	0.66	0.67	0.66	0.66	0.66	0.67	0.67	0.66	0.67	0.66	0.66
56	APPAREL AND ACCESSORY STORES...	2.62	2.66	2.65	2.54	2.55	2.54	2.54	2.58	2.54	2.45	2.59	2.62	2.58

ᴾ PRELIMINARY ESTIMATES.

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's) standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.

b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories— preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described the section, "Use of the Rotating Sample and Composite Estimate Procedures," and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are

(Continued on page 24)

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-1.0	0.9	0.7-1.0	0.8	0.2-0.4	0.3	0.6
	Total (excluding automotive group)	0.8-1.1	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.6
	Durable goods, total	1.5-2.2	1.8	1.5-1.8	1.6	0.5-1.1	0.7	1.5
52	Building materials, hardware, garden supply, and mobile home dealers	4.2-6.7	5.0	4.1-6.7	4.7	1.0-2.5	1.7	2.9
521,3,5	Building materials and hardware stores	4.9-7.4	5.6	4.8-7.7	5.5	0.9-2.9	1.4	2.7
521,3	Building materials and supply stores	5.9-9.4	6.8	5.9-9.6	6.6	0.8-3.7	1.2	3.0
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	2.3-4.4	3.2	8.0
525	Hardware stores	4.9-9.6	5.5	4.7-9.5	4.9	1.7-7.9	3.8	4.2
55 ex. 544	Automotive dealers	1.9-2.9	2.2	1.8-2.1	2.0	0.8-0.7	1.0	2.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	2.1-2.9	2.3	1.8-2.2	2.1	0.9-1.8	1.1	2.4
551,2	Motor vehicle dealers	2.0-2.8	2.2	1.8-2.1	1.9	0.8-1.7	1.0	2.4
551	Motor vehicle dealers (franchised)	2.0-2.9	2.4	1.7-2.1	2.0	0.8-1.8	1.1	2.4
553	Auto and home supply stores	4.4-6.4	5.6	4.5-6.0	5.4	1.0-2.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.4-3.2	2.7	2.3-2.8	2.6	1.0-1.7	1.1	2.9
571	Furniture and home furnishings stores	2.7-3.7	2.9	2.5-2.9	2.7	1.2-2.2	1.5	2.7
5712	Furniture stores	3.6-4.6	3.9	3.6-4.3	3.7	0.9-2.1	1.5	3.0
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	2.0-5.0	2.9	5.9
5722,32	Household appliance, radio, and television stores	5.4-6.7	6.0	4.7-5.9	5.5	1.2-2.6	2.2	5.8
5722	Household appliance stores	6.1-8.7	8.0	5.9-7.7	7.4	1.6-4.5	2.4	6.4
5732	Radio and television sstores*	(S)	(S)	(S)	(S)	1.7-3.2	2.6	9.0
5733	Music stores*	(S)	(S)	(S)	(S)	1.7-3.7	2.3	6.3
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.9-3.8	3.1	6.1
5942	Book stores*	(S)	(S)	(S)	(S)	3.3-6.9	4.8	6.7
5944	Jewelery stores	3.8-5.3	4.8	3.6-4.9	4.0	1.7-6.0	2.1	5.0
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.4-6.8	3.2	10.9
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.3-3.3	2.6	8.4
	Nondurable goods, total	0.6-0.8	0.8	0.7-0.8	0.7	0.1-0.3	0.2	0.6
53	General merchandise group stores	0.4-0.7	0.6	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531,9	Department stores and misc. gen. merchandise stores	0.5-0.7	0.5	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.6-5.5	4.5	3.4-5.2	4.3	1.5-3.5	2.1	3.5
533	Variety stores	2.7-3.9	3.4	2.8-3.6	3.3	0.4-1.4	0.9	1.4
54	Food stores	1.5-1.6	1.5	1.4-1.6	1.5	0.2-0.3	0.3	1.1
541	Grocery stores	1.5-1.6	1.6	1.4-1.6	1.6	0.2-0.3	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.0-11.2	2.1	5.6
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	2.2-9.3	2.4	10.4
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	2.6.11.3	6.0	7.4
546	Retail bakeries	7.8-9.7	8.2	7.7-9.4	8.3	1.1-3.4	2.5	5.0
554	Gasoline service stations	1.9-2.4	2.2	1.8-2.3	2.1	0.4-0.7	0.5	1.7
56	Apparel and accessory stores	1.9-2.6	2.2	1.8-2.6	2.1	0.6-1.1	0.9	1.8
561	Men's, boys' clothing and furnishings stores	3.5-6.9	4.3	3.1-5.6	3.8	1.5-6.7	2.1	4.3
562,3,8	Women's clothing, specialty stores, furriers	2.3-3.5	3.0	2.2-3.5	2.6	0.9-1.9	1.1	3.3
562	Women's ready-to-wear stores	2.1-3.6	3.1	2.2-3.7	2.7	0.7-2.2	1.1	3.3
565	Family clothing stores	2.8-4.4	3.9	3.0-4.1	3.7	0.6-2.0	1.1	2.0
566	Shoe stores	3.2-3.9	3.4	3.1-4.0	3.2	0.9-1.7	1.3	2.7
58	Eating and drinking places	1.8-2.6	2.0	1.7-2.1	1.8	0.6-1.2	0.9	2.0
5812	Eating places	2.0-3.0	2.2	2.0-2.4	2.1	0.7-1.3	0.9	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	2.7-4.7	3.4	2.6-3.9	2.9	0.9-2.5	1.4	2.6
5812 (pt.)	Refreshment places	3.4-4.5	3.8	3.2-4.0	3.7	0.8-1.3	1.0	3.1
5813	Drinking places (alcoholic beverages)	4.4-5.5	5.0	4.5-5.0	4.8	0.9-3.5	1.4	4.6
591	Drug stores and proprietary stores	1.6-2.2	1.8	1.7-1.8	1.7	0.3-1.0	0.4	1.1
592	Liquor stores	4.1-4.8	4.4	3.9-4.5	4.4	0.5-2.1	0.8	4.0
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.5-7.6	4.8	6.5
596	Nonstore retailers[3]	6.6-9.9	8.5	6.5-9.3	7.9	1.9-8.1	3.6	5.1
5961(pt.)	Mail-order (department store merchandise)	0.2-2.6	1.0	0.2-2.1	0.4	0.0-2.1	0.2	1.0
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.7-3.4	2.1	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	2.2-4.3	2.9	6.0
53,56,57,594	GAF, total[4]	0.7-1.1	1.0	0.7-1.0	0.9	0.3-0.6	0.4	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months August 1985-January 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	1.8	1.6	2.1	2.0	0.6	0.7	0.5	0.7	1.5	1.2	1.1	1.3
	Durable goods, total	3.1	3.2	3.7	3.5	1.3	1.4	1.2	1.6	2.9	2.8	2.0	3.7
52	Building materials, hardware, garden supply, and mobile home dealers	8.9	5.3	11.8	10.7	2.6	2.4	2.9	2.1	6.2	4.5	5.0	7.2
55 ex.554	Automotive dealers	3.9	4.6	4.3	6.1	2.2	1.8	1.5	2.1	4.0	4.0	2.9	4.5
57	Furniture, home furnishings, and equipment stores	6.2	6.5	4.4	5.5	1.9	2.3	2.2	1.8	5.7	6.1	3.9	7.7
	Nondurable goods, total	2.2	1.5	1.6	2.2	0.5	0.6	0.4	0.5	1.7	1.2	1.0	1.3
53	General merchandise group stores	1.7	1.2	2.1	2.1	0.5	0.4	0.5	0.8	2.8	1.2	1.0	1.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.9	3.6	4.2	0.7	0.6	0.6	0.6	3.4	2.1	2.0	1.7
541	Grocery stores	5.1	4.2	3.6	4.3	0.8	0.5	0.6	0.5	3.7	2.1	2.1	1.8
554	Gasoline service stations	5.8	4.5	3.2	5.1	1.0	1.0	1.0	1.1	4.1	3.3	3.0	3.7
56	Apparel and accessory stores	3.9	3.8	4.5	6.0	1.5	1.6	1.2	1.6	4.0	2.9	3.2	5.1
58	Eating and drinking places	5.3	5.7	4.8	5.2	1.8	1.9	1.6	1.7	4.1	4.5	3.4	3.5
591	Drug stores and proprietary stores	10.2	8.7	7.3	6.8	1.1	1.1	1.0	1.0	5.1	3.5	3.5	5.1
53,56, 57,594	GAF[3]	2.2	1.6	1.9	2.5	0.8	0.6	0.7	0.7	2.2	1.7	1.3	1.5

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Sic code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.4	1.8	1.8	3.2	2.4	4.4	3.8	5.7	2.2
	Durable goods, total	(S)	4.7	3.7	6.0	4.8	6.6	6.3	7.9	4.5
55 ex. 554	Automotive dealers	(S)	6.1	5.0	8.0	5.7	(S)	7.2	12.1	8.6
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.4	(S)	6.3	(S)	(S)	12.4	5.7
	Nondurable goods, total	4.4	2.6	2.1	3.6	2.0	4.7	3.1	5.9	2.2
53	General merchandise group stores	4.8	1.3	1.6	2.1	2.5	4.1	2.7	6.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.3	6.4	4.0	9.0	4.2	(S)	6.6	8.6	4.1
554	Gasoline service stations	(S)	7.4	4.9	10.8	4.9	(S)	(S)	(S)	6.2
56	Apparel and accessory stores	(S)	4.9	4.6	8.7	5.4	(S)	7.8	(S)	6.1
58	Eating and drinking places	(S)	7.0	6.0	(S)	(S)	(S)	(S)	(S)	6.3
591	Drug stores and proprietary stores	(S)	9.1	(S)	(S)	(S)	(S)	(S)	(S)	7.6
53,56,57,594	GAF[1]	4.8	2.2	1.8	3.4	2.3	4.6	3.5	7.7	2.3
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.6	1.0	1.1	0.7	1.1	0.9	1.4	0.9
	Durable goods, total	••	1.6	1.8	2.4	1.5	2.3	2.4	••	1.8
55 ex. 554	Automotive dealers	••	2.8	2.6	3.8	2.2	••	2.8	••	2.6
57	Furniture, home furnishings, and equipment stores	••	••	2.2	••	3.0	••	••	••	2.0
	Nondurable goods, total	1.0	0.6	0.7	0.9	0.6	0.9	0.7	1.6	0.5
53	General merchandise group stores	0.9	0.6	0.4	0.8	0.5	0.9	0.9	2.6	0.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.3	0.9	0.7	0.9	0.8	••	1.0	1.0	0.7
554	Gasoline service stations	••	1.1	1.1	2.2	1.4	••	••	••	1.2
56	Apparel and accessory stores	••	1.9	1.7	3.6	1.6	••	2.1	••	1.5
58	Eating and drinking places	••	2.3	2.3	••	••	••	••	••	1.6
591	Drug stores and proprietary stores	••	1.4	••	••	••	••	••	••	1.1
53,56,57,594	GAF[1]	1.6	0.9	0.6	1.3	0.9	1.3	1.2	2.3	0.6
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.7	1.8	1.3	2.6	1.4	2.5	2.5	2.3	1.5
	Durable goods, total	••	3.6	2.9	5.6	2.6	4.6	3.8	••	3.8
55 ex. 554	Automotive dealers	••	5.5	4.5	6.6	3.7	••	5.3	••	5.4
57	Furniture, home furnishings, and equipment stores	••	••	5.3	••	4.3	••	••	••	6.1
	Nondurable goods, total	2.9	2.0	1.2	2.5	1.1	2.7	2.4	3.0	1.2
53	General merchandise group stores	8.4	1.8	1.1	3.0	1.8	3.6	1.4	3.7	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	4.3	2.5	3.6	2.6	••	4.5	3.8	2.1
554	Gasoline service stations	••	5.5	3.4	7.1	3.6	••	••	••	4.4
56	Apparel and accessory stores	••	5.2	2.8	7.8	2.9	••	7.1	••	3.8
58	Eating and drinking places	••	4.9	5.1	••	••	••	••	••	4.5
591	Drug stores and proprietary stores	••	4.3	••	••	••	••	••	••	5.0
53,56,57,594	GAF[1]	5.3	2.2	1.4	5.0	1.6	3.3	2.5	4.4	1.5

••Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]
California	2.6	4.9	2.6	0.0	2.8	0.9	2.0	0.5	0.0	0.7	1.8	4.1	1.6	0.0	1.8
Florida	3.9	8.1	4.0	0.0	3.6	1.4	2.5	1.1	0.0	1.8	2.2	3.9	2.1	0.0	2.7
Illinois	3.8	(S)	3.7	0.0	3.4	1.4	**	1.3	0.0	1.1	2.4	**	2.5	0.0	2.8
Indiana	4.5	(S)	6.2	0.0	6.3	1.9	**	1.2	0.0	2.3	3.4	**	2.5	0.0	3.4
Louisiana	7.8	(S)	6.3	0.0	8.3	2.1	**	2.0	0.0	3.2	4.5	**	5.0	0.0	6.0
Maryland	6.1	(S)	5.2	0.0	5.0	1.3	**	1.0	0.0	2.4	2.7	**	2.4	0.0	2.2
Massachusetts	5.5	(S)	5.6	0.0	6.1	1.6	**	1.2	0.0	1.7	3.4	**	3.9	0.0	5.5
Michigan	3.9	8.7	3.9	0.0	3.9	1.5	3.1	1.1	0.0	1.3	3.5	7.1	2.8	0.0	2.9
Minnesota	6.7	(S)	8.8	0.0	5.5	2.4	**	1.5	0.0	2.1	4.7	**	4.2	0.0	3.4
Missouri	7.0	(S)	8.2	0.0	5.2	2.0	**	1.4	0.0	1.8	3.7	**	3.6	0.0	6.6
New Jersey	5.6	(S)	5.8	0.0	4.0	1.7	**	1.1	0.0	1.7	4.8	**	5.3	0.0	5.1
New York	3.0	6.9	3.5	0.0	3.6	1.0	2.2	0.9	0.0	1.4	2.4	4.5	2.4	0.0	3.6
North Carolina	5.4	(S)	5.1	0.0	6.6	1.6	**	1.7	0.0	1.9	3.6	**	3.4	0.0	7.0
Ohio	5.1	(S)	3.8	0.0	2.7	1.7	**	1.2	0.0	1.2	2.3	**	2.4	0.0	1.9
Pennsylvania	3.8	9.1	4.2	0.0	2.9	1.3	3.2	0.9	0.0	1.2	3.0	6.1	3.1	0.0	2.4
Tennessee	5.7	(S)	5.7	0.0	7.1	1.7	**	1.8	0.0	2.3	4.0	**	3.9	0.0	5.3
Texas	4.7	8.3	4.2	0.0	4.1	1.1	2.8	1.0	0.0	1.6	3.1	4.6	3.4	0.0	3.6
Virginia	4.1	(S)	4.8	0.0	5.3	1.8	**	1.3	0.0	2.1	3.9	**	4.1	0.0	3.0
Wisconsin	5.4	11.2	6.9	0.0	4.8	3.0	3.9	2.0	0.0	2.1	4.7	11.2	3.6	0.0	4.0

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurble	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.8	3.6	3.9	1.4	0.7	1.3	2.5	2.5	3.2
New York, NY-Northeastern, NJ	3.3	3.0	3.1	1.2	0.8	1.3	3.1	2.7	4.2
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.8	6.2	4.4	2.2	1.4	1.3	2.9	3.5	2.8
Atlanta, GA	(S)	(S)	9.0	**	**	1.9	**	**	5.9
Baltimore, MD	7.7	8.1	4.5	1.5	1.2	1.7	3.9	3.0	2.2
Boston, MA	6.2	6.1	7.9	1.7	1.5	1.9	4.4	5.2	7.1
Chicago, IL	3.8	3.5	4.1	1.4	0.8	1.3	2.9	2.7	3.4
Cleveland, OH	(S)	8.0	4.8	**	1.7	1.8	**	4.8	2.3
Dallas-Fort Worth, TX	6.7	6.3	6.9	2.1	1.6	2.1	8.0	7.3	10.3
Detroit, MI	4.5	4.7	5.2	1.9	1.5	1.6	4.2	3.9	4.4
Houston, TX	5.9	7.2	3.6	1.3	1.7	1.1	3.2	3.9	2.8
Kansas City, MO-KS	9.9	7.4	3.7	3.3	2.1	2.6	6.1	4.7	3.9
Los Angeles-Long Beach, CA	5.0	5.0	6.1	1.0	0.8	1.2	2.7	3.1	3.0
Miami, FL	8.5	8.7	7.0	2.4	2.0	2.0	5.1	5.0	3.0
Milwaukee, WI	(S)	(S)	5.3	**	**	1.5	**	**	3.0
Minneapolis-St. Paul, MN-WI	9.4	12.1	3.1	2.7	1.8	1.1	5.4	5.6	1.7
Nassau-Suffolk, NY	9.3	7.6	5.6	2.4	2.3	1.7	5.6	5.4	12.0
New York, NY	4.1	5.2	4.8	1.7	1.1	1.7	4.1	4.1	6.8
Newark, NJ	7.5	7.0	5.6	2.0	1.3	2.1	5.1	5.9	2.9
Philadelphia, PA	5.7	6.7	4.7	2.0	1.8	1.4	5.5	6.5	3.9
Pittsburgh, PA	9.4	8.1	6.7	2.1	1.7	2.2	4.9	5.7	3.7
St. Louis, MO-IL	11.0	13.9	7.6	2.8	2.0	2.1	6.2	6.6	9.7
San Diego, CA	7.8	(S)	4.9	2.5	**	1.7	5.1	**	2.8
San Francisco-Oakland, CA	7.0	7.2	3.8	1.9	1.3	1.4	3.8	3.6	3.0
Washington, DC-MD-VA	6.5	4.7	5.7	1.6	1.1	2.6	4.5	5.9	3.2
Cities									
Chicago, IL	8.2	7.1	4.7	2.4	1.1	1.9	4.1	3.7	3.3
Los Angeles, CA	8.3	7.7	9.0	1.7	1.3	2.2	4.9	4.2	5.7
New York, NY	4.9	6.3	5.4	2.0	1.2	2.3	3.8	4.0	6.3
Philadelphia, PA	8.0	9.5	7.7	2.0	1.8	2.6	8.5	9.3	7.0

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A.).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
					Department stores	1.4	0.8
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9	54	Food stores	2.4	0.5
55	Automotive dealers	2.7	1.0				
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

(Continued from page 20)

developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences between the preliminary and final inventories estimates for the same month are due to nonsampling errors. Differences with adjusted data also exist since different seasonal factors are used to adjust the advance, preliminary, and final estimates for each month after January 1986 due to the implementation of concurrent seasonal adjustment process, as described in Appendix C.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +2.8 percent, with a median of -0.2 percent. The range of difference between preliminary and final estimates was from -0.6 percent to +0.7 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.3 percent to +0.4 percent, with a median of +0.1 percent.

Table B-7. **Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates**

SIC code	Kind of business	December 1985 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	117,862	117,405	117,567	-0.6	2.8	-0.2	-0.6	0.7	0.2
	Total (excluding auto group)	91,618	91,471	91,478	-0.5	1.9	0.0	-0.6	0.7	0.2
	Durable goods, total	44,034	43,727	43,994	-2.0	5.2	0.3	-0.6	0.9	0.3
52	Building materials, hardware, garden supply, and mobile home dealers	6,510	6,571	6,616	-4.5	8.5	0.4	-1.7	2.1	0.6
55 ex. 554	Automotive dealers	26,244	25,934	26,089	-3.1	5.8	0.1	-0.4	0.7	0.2
57	Furniture, home furnishings, and equipment stores	6,110	6,273	6,264	-4.5	3.5	2.0	-0.5	1.7	0.5
	Nondurable goods, total	73,828	73,678	73,573	-1.0	1.4	0.2	-0.6	0.6	0.1
53	General merchandise group stores	13,599	13,612	13,496	-1.9	1.6	0.3	-0.9	0.9	-0.1
531	Department stores	11,549	11,484	11,452	-1.5	1.5	0.3	-0.5	0.7	0.0
54	Food stores	24,170	24,100	24,165	-0.7	1.1	0.3	-0.2	0.7	0.2
541	Grocery stores	22,762	22,605	22,680	-0.6	1.1	0.5	-0.2	0.8	0.3
554	Gasoline service stations	8,810	8,693	8,710	-2.5	4.0	0.0	-1.9	1.0	0.3
56	Apparel and accessory stores	6,296	6,223	6,176	-2.3	4.8	0.7	-1.1	1.4	0.3
58	Eating and drinking places	11,007	10,893	10,885	-2.1	3.1	-0.3	-1.2	1.3	0.0
591	Drug stores and proprietary stores	4,028	4,016	4,000	-2.0	1.1	-0.4	-1.1	0.8	-0.4

Table B-8. **Seasonally Adjusted Preliminary and Final Inventories Estimates**

SIC code	Kind of business	December 1985 (millions of dollars)		Percent difference last 12 months (Final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	165,617	165,714	-0.3	0.4	0.1
	Total (excluding auto group)	124,269	124,374	-0.1	0.4	0.1
	Durable goods, total	81,494	81,818	-0.7	0.5	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	13,259	13,398	-0.5	1.3	0.2
55 ex. 554	Automotive dealers	41,348	41,340	-1.0	0.3	-0.1
57	Furniture, home furnishings, and equipment stores	13,447	13,601	-0.3	1.5	0.3
	Nondurable goods, total	84,123	83,869	-0.3	0.9	0.1
53	General merchandise group stores	31,076	31,029	-0.2	1.3	0.1
531	Department stores	24,415	24,375	-0.3	1.6	0.0
54	Food stores	16,619	16,675	0.0	0.6	0.1
56	Apparel and accessory stores	15,351	15,102	-1.6	1.2	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. After the last benchmarking operation, factors were developed and used to derive adjusted estimates for the period January 1983 through January or February 1986. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. By using concurrent seasonal adjustment, there will be an improvement on the month-to-month and year-to-year seasonally adjusted trends. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: January 1985 Through May 1986

SIC CODE	Kind of business	1985												1986				
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
	Retail trade, total........	.962	.963	1.000	1.004	1.001	.993	.985	.986	1.007	1.049	1.061	.968	.962	.984	1.000	1.004	1.001
	Durable goods, total......	.991	1.012	1.017	1.021	1.020	1.011	.986	.962	.972	1.001	1.017	.987	.991	1.013	1.018	1.022	1.021
52	Bldg. mat., hardware, garden supply, & mobile home dlrs..	.967	.999	1.026	1.035	1.037	1.019	1.003	.999	.989	.987	.975	.962	.967	.999	1.026	1.035	1.037
55	Automotive dealers..........	1.015	1.041	1.043	1.047	1.040	1.025	.976	.924	.928	.963	.996	1.005	1.016	1.044	1.043	1.044	1.041
57	Furniture, home furnishings, equipment dealers...........	.973	.979	.987	.991	.994	1.004	.991	1.002	1.008	1.036	1.048	.985	.972	.979	.987	.991	.994
	Nondurable goods, total...	.936	.953	.984	.989	.982	.976	.986	1.006	1.040	1.092	1.101	.954	.936	.953	.984	.989	.982
53	General mdse. group stores...	.878	.921	.973	.991	.985	.970	.985	1.019	1.071	1.145	1.157	.902	.878	.922	.973	.997	.985
531	Department stores..........	.875	.920	.976	.997	.990	.969	.978	1.012	1.066	1.141	1.167	.965	.875	.920	.977	.998	.991
54	Food stores..................	.994	.989	.998	.996	.992	.997	.982	.976	.989	1.026	1.047	1.013	.994	.989	.997	.996	.992
56	Apparel & accessory stores...	.915	.945	.990	.989	.970	.959	.990	1.026	1.063	1.110	1.103	.937	.914	.946	.991	.990	.970

Note: The X-11 version of the Census Method II Seasonal Adjustment Program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 9 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: January 1985 Through May1986

SIC codes	Kind of business	1985												1986				
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
		U.S. retail sales																
	Retail trade, total	.896	.834	.979	.968	1.049	1.006	1.004	1.034	.957	1.010	1.023	1.191	.901	.853	.979	.985	1.051
	Durable goods, total	.876	.850	.988	1.027	1.103	1.034	1.030	1.030	.962	1.009	.964	1.061	.880	.858	.998	1.025	1.088
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	.768	.727	.892	1.017	1.200	1.147	1.138	1.106	1.052	1.084	.968	.853	.779	.726	.904	1.013	1.186
521,3	Bldg. mat. & supply stores	.777	.737	.895	.991	1.148	1.135	1.156	1.129	1.081	1.114	.969	.864	.784	.732	.909	.988	1.133
525	Hardware stores	.843	.749	.899	1.025	1.165	1.103	1.062	1.034	.944	1.017	1.013	1.153	.843	.730	.891	1.031	1.173
55 ex. 554	Automotive dealers	.886	.893	1.064	1.061	1.138	1.064	1.074	1.044	.961	.998	.915	.885	.902	.893	1.062	1.064	1.111
551,2,5, 6,7,9	Motor vehicle & misc. automotive dealers	.890	.904	1.076	1.064	1.146	1.065	1.072	1.041	.956	.991	.903	.873	.905	.904	1.075	1.069	1.117
553	Auto & home supply stores	.864	.769	.943	1.020	1.062	1.064	1.101	1.073	.988	1.075	1.030	.996	.865	.788	.930	1.037	1.055
57	Furniture, home furnishings & equipment stores	.928	.861	.963	.936	.953	.970	.976	1.026	.951	1.013	1.096	1.342	.922	.861	.950	.938	.967
571	Furniture, home furnishings stores	.933	.856	.976	.963	1.011	.986	.984	1.051	.967	1.039	1.083	1.130	.935	.854	.963	.967	1.012
5722,32	Household appliance, radio, TV stores	.927	.849	.929	.891	.906	.947	.978	.993	.919	.986	1.101	1.565	.923	.849	.918	.893	.924
	Nondurable goods, total	.904	.851	.973	.966	1.021	.986	.980	1.039	.947	1.008	1.036	1.263	.912	.850	.971	.955	1.035
53	General mdse. group stores	.705	.707	.893	.925	1.003	.941	.872	1.005	.898	.994	1.221	1.842	.707	.703	.916	.892	1.022
531	Department stores	.704	.698	.898	.926	1.004	.949	.873	1.008	.901	.993	1.217	1.831	.706	.699	.916	.897	1.025
533	Variety stores	.741	.740	.910	.967	1.000	.932	.919	1.020	.865	.957	1.075	1.859	.748	.741	.968	.908	1.009
539	Misc. gen. mdse. stores	.692	.702	.842	.884	.991	.912	.844	.975	.881	1.004	1.332	1.936	.693	.702	.843	.869	1.017
54	Food stores	.967	.900	1.001	.971	1.042	1.009	1.027	1.057	.953	.997	1.011	1.050	.982	.899	.986	.971	1.059
541	Grocery stores	.970	.899	1.001	.968	1.043	1.010	1.029	1.058	.956	.998	1.012	1.039	.988	.898	.985	.969	1.059
554	Gasoline service stations	.954	.865	.965	.973	1.039	1.041	1.070	1.068	.999	1.027	.984	1.014	.956	.863	.931	.977	1.039
56	Apparel & accessory stores	.793	.734	.933	.982	.990	.923	.882	1.034	.930	.999	1.141	1.642	.793	.733	.987	.917	1.018
561	Men's & boys' clothing, furnishing stores	.801	.699	.826	.940	.994	.976	.836	.939	.877	.992	1.213	1.907	.804	.698	.877	.879	1.020
562,3,8	Women's clothing, specialty stores, furriers	.800	.756	.961	.987	1.002	.904	.893	1.009	.945	1.026	1.137	1.582	.800	.755	.994	.939	1.028
566	Shoe stores	.844	.739	1.001	1.065	1.013	.961	.858	1.090	.993	1.015	1.064	1.332	.837	.739	1.092	.958	1.041
58	Eating & drinking places	.901	.872	1.000	.994	1.052	1.048	1.066	1.094	.998	1.018	.968	.975	.916	.872	.991	.994	1.055
591	Drug & proprietary stores	.969	.925	.979	.982	1.005	.965	.966	.988	.927	.977	.980	1.326	.973	.925	.990	.965	1.004
592	Liquor stores	.903	.841	.923	.924	.982	.995	1.033	1.048	.937	.976	1.042	1.389	.907	.840	.914	.924	.999
		Retail sales of group II companies																
	Retail trade, total	.854	.815	.964	.954	1.023	.972	.950	1.025	.931	.996	1.099	1.410	.862	.815	.964	.967	1.038
553	Auto & home supply stores	.855	.777	.948	1.021	1.070	1.046	1.073	1.061	.978	1.085	1.058	1.032	.851	.777	.946	1.017	1.078
53	General Mdse. Group Stores	.700	.696	.893	.925	1.005	.946	.868	1.003	.895	.988	1.228	1.856	.703	.696	.915	.894	1.023
531	Department stores	.705	.695	.900	.927	1.005	.951	.874	1.009	.901	.992	1.215	1.831	.707	.695	.916	.900	1.025
533	Variety stores	.718	.730	.910	.968	1.015	.925	.898	1.011	.863	.965	1.090	1.916	.725	.731	.960	.913	1.025
541	Grocery stores	.984	.908	1.014	.969	1.045	.992	1.010	1.053	.940	.992	1.023	1.053	1.004	.908	.997	.969	1.063
56	Apparel & accessory stores	.711	.691	.956	.977	.978	.933	.857	1.092	.925	.977	1.160	1.755	.717	.691	1.015	.898	1.002
562,3,8	Women's clothing, specialty stores, furriers	.707	.707	.968	.980	.988	.920	.900	1.053	.927	.991	1.145	1.769	.716	.707	1.018	.919	1.006
566	Shoe stores	.782	.732	1.072	1.085	1.019	.935	.829	1.099	.972	.992	1.095	1.440	.790	.733	1.141	.920	1.038
591	Drug & proprietary stores	.941	.900	.964	.969	1.002	.965	.958	.977	.917	.959	.992	1.450	.943	.900	.993	.937	1.006

Note: The X-11 version of the Census Method II Seasonal Adjustment Program was used in developing these factors. The sales adjustment factors, a combination of the seasonal, holiday, and trading-day factors, are separately available upon request, but in more limited kind-of-business detail than shown above. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

STANDARD METROPOLITAN STATISTICAL AREAS

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago-Gary, IL-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Harford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, AL. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Dade, and Walker Counties, GA.

Chicago, IL. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

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[1] Statistics for the Boston SMSA in table 7 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County, New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY; and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR; and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick city, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Bristol County; Plainville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacramento, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, IL.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadalupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worcester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince Georges Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngstown-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[8] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[9] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[9] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[9] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[9] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[9] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[9] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[8] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[9] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

- New England Division
  - Maine
  - New Hampshire
  - Vermont
  - Massachusetts
  - Rhode Island
  - Connecticut
- Middle Atlantic Division
  - New York
  - New Jersey
  - Pennsylvania

MIDWEST (formerly North Central)

- East North Central Division
  - Ohio
  - Indiana
  - Illinois
  - Michigan
  - Wisconsin
- West North Central Division
  - Minnesota
  - Iowa
  - Missouri
  - North Dakota
  - South Dakota
  - Nebraska
  - Kansas

SOUTH

- South Atlantic Division
  - Delaware
  - Maryland
  - District of Columbia
  - Virginia
  - West Virginia
  - North Carolina
  - South Carolina
  - Georgia
  - Florida
- East South Central Division
  - Kentucky
  - Tennessee
  - Alabama
  - Mississippi
- West South Central Division
  - Arkansas
  - Louisiana
  - Oklahoma
  - Texas

WEST

- Mountain Division
  - Montana
  - Idaho
  - Wyoming
  - Colorado
  - New Mexico
  - Arizona
  - Utah
  - Nevada
- Pacific Division
  - Washington
  - Oregon
  - California
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86-02

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

February 1986

Issued April 1986

BR-86-02

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NOTICE: Errata pages, showing corrections to portions of the *Revised Monthly Retail Sales and Inventories, January 1976 through December 1985* (BR-13-85S), are presented on pages 36 through 39 of this report.

Sales: Total sales for all retail stores in the United States during February 1985 were estimated to be $117.5 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated February 1986 sales indicated no statistically significant change from January, but were 4.9 percent higher than February 1985.

The year-to-year gains for February were led by durable goods stores, which, as a group, were 6.1 percent higher than the February 1985 level. Sales for nondurable goods stores were 4.2 percent higher than those of a year ago. The major retail categories with the largest increases over last year were the building materials, up 20.4 percent; furniture stores, up 8.3 percent; eating and drinking places, up 6.7 percent; and apparel and accessory stores, up 5.4 percent.

Based on unadjusted data, the New England Division paced the divisions with an increase over last year of 11.2 percent, followed by the East South Central Division with an increase of 7.3 percent. For the States published in table 6 of this report, Tennessee showed the largest increase over February 1985, up 11.5 percent, followed by Michigan, up 10.7 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $169.1 billion at the end of February, little changed from January but increased 6.0 percent from February of last year.

Durable goods were little changed from previous month but increased 9.2 percent from February 1985. Nondurable goods inventories were little changed from January but increased 2.9 percent from February of last year.

The total inventories/sales ratio for February based on seasonally adjusted data was 1.44, up 0.01 from the previous month and up 0.02 from February of last year.

Figure 1.

Retail Sales
Month – to – Month Percent Change*

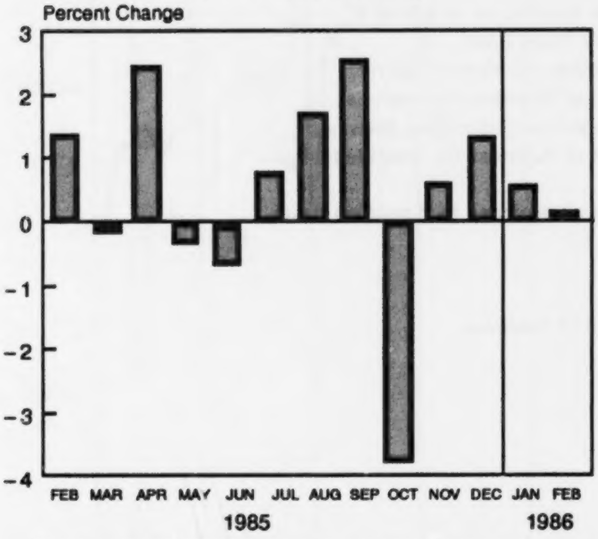
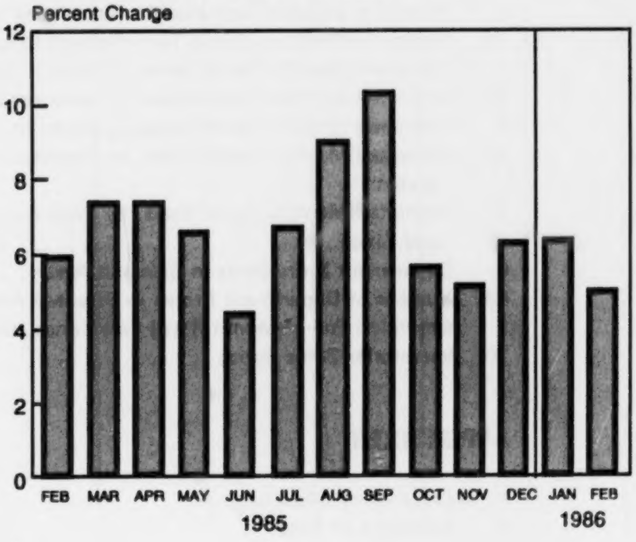


Figure 2.

Retail Sales
Year – to – Year Percent Change*



* (DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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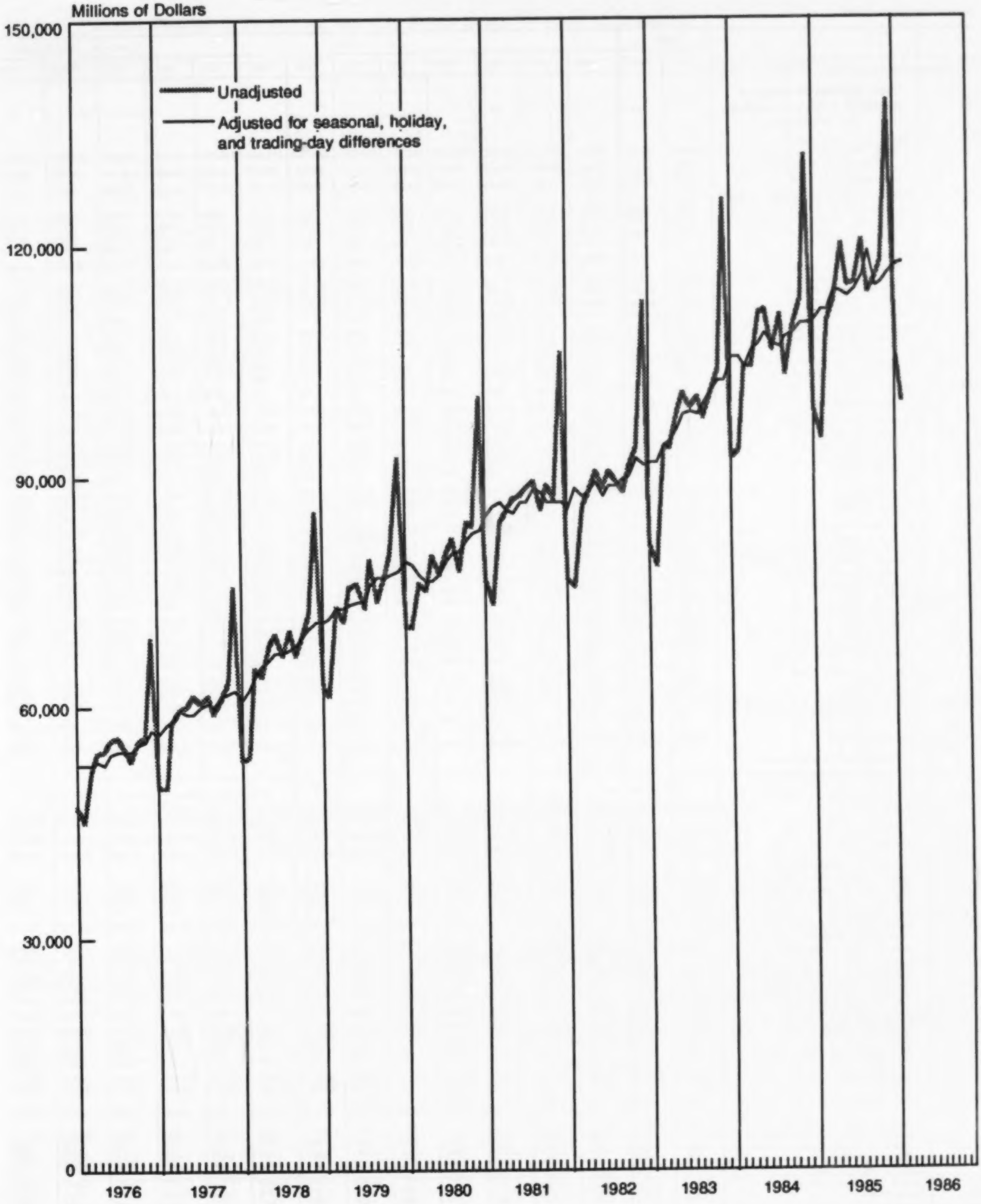

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986 Jan.	1986 Feb.p	1985 Feb.	1985 Mar.	1985 Apr.	1985 May	1985 June	1985 July	1985 Aug.	1985 Sept.	1985 Oct.	1985 Nov.	1985 Dec.	Total 2 mos. 1986	Total 2 mos. 1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	106,642	98,807	95,336	109,934	112,945	120,188	114,777	115,225	120,772	113,842	115,750	118,060	138,046	205,449	193,802
	Total (excl. auto. group)	81,831	76,628	72,828	83,336	85,109	90,363	87,005	87,134	92,265	85,298	90,743	94,957	115,563	158,459	148,395
	Durable goods, total	38,985	37,353	35,354	41,444	43,816	47,158	44,592	44,919	46,053	45,165	42,787	41,120	46,346	76,338	70,807
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	5,063	4,225	5,312	6,463	7,112	6,636	6,973	6,899	6,641	6,860	6,238	5,983	10,456	8,748
521,3,5	Bldg. mat., supply, hardware	4,814	4,463	3,736	4,697	5,562	6,100	5,913	6,082	6,082	5,741	6,236	5,491	5,302	9,277	7,757
521,3	Bldg. mat., supply stores	4,036	3,745	3,075	3,886	4,595	5,061	4,927	5,100	5,113	4,857	5,212	4,538	4,218	7,781	6,344
525	Hardware stores	779	717	660	811	967	1,049	986	982	969	884	1,024	953	1,084	1,496	1,413
55 ex 554	Automotive dealers	23,811	23,179	22,508	26,598	27,836	29,835	27,772	28,091	28,507	28,544	25,007	23,103	23,083	46,990	44,407
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,552	20,967	24,688	25,732	27,670	25,629	25,883	26,333	26,519	22,811	20,938	21,054	43,604	41,171
551,2	Motor vehicle dealers	21,088	20,306	19,802	23,064	23,694	25,565	23,661	24,236	24,842	25,135	21,691	19,936	20,080	41,394	38,158
551	Motor veh. (franchised)	20,370	19,610	19,013	22,163	22,623	24,526	22,600	23,216	23,829	24,190	20,792	19,192	19,442	39,980	37,665
553	Auto & Home supply stores	1,759	1,627	1,541	1,910	2,104	2,165	2,143	2,208	2,174	2,025	2,196	2,165	2,039	3,386	3,236
57	Furniture, home furn. & equip strs	5,565	5,088	4,706	5,243	5,095	5,405	5,381	5,457	5,816	5,509	5,983	6,408	8,102	10,653	9,666
571	Furniture & home furn. stores	3,035	2,820	2,600	2,934	2,873	3,115	3,014	3,036	3,277	3,033	3,245	3,422	3,693	5,855	5,281
5712	Furniture stores	1,863	1,698	1,639	1,846	1,774	1,936	1,877	1,857	2,034	1,872	1,983	2,130	2,271	3,561	3,336
5722,32	Household appliance, radio & tv	2,105	1,882	1,764	1,934	1,871	1,981	2,004	2,057	2,138	2,068	2,298	2,533	3,675	3,987	3,695
5722	Household appliance stores	676	572	565	621	608	692	706	755	736	696	778	785	1,016	1,248	1,179
5944	Jewelry stores	704	753	700	698	686	698	775	711	780	789	819	1,086	2,677	1,457	1,323
	Nondurable goods, total	66,657	62,454	59,982	68,490	69,129	73,030	70,185	70,306	74,719	68,677	72,963	76,940	92,300	129,111	122,995
53	General mdse. group stores	9,383	9,539	9,264	11,811	12,331	13,236	12,343	11,499	13,513	12,027	13,217	16,422	24,720	18,922	18,348
531,9	Dept. stores, misc. gen. mdse	8,815	8,984	8,697	11,116	11,595	12,484	11,648	10,814	12,761	11,357	12,522	15,647	23,376	17,799	17,238
531	Department stores	7,954	8,058	7,769	9,984	10,408	11,171	10,447	9,717	11,436	10,154	11,216	13,910	20,903	16,012	15,398
539	Misc. gen. mdse. stores	861	926	928	1,131	1,187	1,313	1,201	1,097	1,325	1,203	1,306	1,737	2,473	1,787	1,840
533	Variety stores	568	555	567	695	736	752	695	674	752	670	695	775	1,344	1,123	1,110
54	Food stores	23,948	21,857	20,852	23,149	22,731	24,368	23,601	24,148	24,837	22,753	23,709	24,297	25,409	45,805	43,196
541	Grocery stores	22,749	20,688	19,640	21,785	21,342	22,952	22,287	22,832	23,473	21,515	22,408	22,984	23,765	43,437	40,780
546	Retail bakeries	296	297	311	341	324	340	336	319	333	321	339	352	376	593	613
554	Gasoline service stations	8,067	7,194	7,083	7,947	8,348	8,794	8,774	9,070	9,005	8,380	8,647	8,285	8,618	15,261	14,899
56	Apparel & accessory stores	4,694	4,369	4,146	5,380	5,603	6,707	5,297	5,073	6,172	5,491	5,881	6,809	9,783	9,063	8,477
561	Mens & boys clothing, furnishings	583	499	482	579	660	695	664	567	645	600	691	854	1,342	1,082	1,038
562,3,8	Women's clothing spec., furrier	2,003	1,877	1,776	2,284	2,323	2,398	2,162	2,180	2,809	2,380	2,534	2,835	3,963	3,880	3,583
562	Womens ready-to-wear	1,717	1,617	1,545	2,049	2,101	2,130	1,948	1,989	2,252	2,128	2,252	2,487	3,444	3,334	3,115
565	Family clothing stores	1,161	1,082	1,022	1,359	1,390	1,445	1,368	1,314	1,748	1,391	1,500	1,864	2,885	2,243	2,068
566	Shoe stores	740	691	673	924	986	956	876	774	898	892	898	948	1,190	1,431	1,406
58	Eating and drinking places	10,338	9,951	9,327	10,813	10,843	11,560	11,514	11,673	11,979	10,987	11,307	10,754	10,728	20,289	18,877
5812	Eating places	9,525	9,177	8,585	9,984	10,012	10,704	10,668	10,833	11,164	10,185	10,471	9,940	9,894	18,702	17,347
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,716	5,334	6,176	6,181	6,568	6,475	6,669	6,777	6,340	6,522	6,127	6,012	11,518	10,733
5812 pt.	Refreshment places	3,632	3,362	3,158	3,717	3,731	4,003	4,082	4,154	4,284	3,723	3,819	3,682	3,749	6,994	6,441
5813	Drinking pls. (alcoholic bev)	813	774	742	829	831	856	846	840	815	802	836	814	834	1,587	1,530
591	Drug & proprietary stores	3,828	3,633	3,483	3,683	3,703	3,803	3,675	3,726	3,886	3,695	3,863	3,832	5,186	7,461	7,082
592	Liquor stores	1,363	1,277	1,230	1,363	1,375	1,447	1,480	1,514	1,532	1,491	1,430	1,544	2,077	2,640	2,579
596	Nonstore retailers[1]	2,139	2,098	1,957	2,154	2,169	2,151	1,919	2,007	2,120	2,194	2,830	2,800	2,587	4,237	4,019
5961 pt.	Mail-order houses (department store merchandise)	260	238	291	364	387	384	317	341	367	336	457	494	461	498	642
53, 56, 57, 594	GAF, total[2]	22,743	21,984	21,000	25,583	26,249	27,953	26,476	25,253	29,166	26,367	28,627	33,946	50,546	44,727	42,353
	Adjusted for seasonal variations, holiday, and trading-day differences		See	note 3												
	Retail trade, total	117,349	117,454	111,935	111,941	114,519	114,232	113,599	114,430	116,276	119,118	114,785	115,433	116,861	234,803	222,446
	Total (excl. auto group)	91,022	91,543	86,783	86,839	88,272	88,048	87,520	88,280	88,954	89,328	89,720	90,144	90,697	182,565	172,631
	Durable goods, total	44,187	43,880	41,341	41,400	42,980	42,787	42,444	42,769	44,209	46,748	42,365	42,631	43,882	88,067	81,995
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,987	5,801	5,980	6,362	6,005	5,983	6,147	6,209	6,226	6,409	6,456	6,641	13,912	11,661
521,3	Bldg. mat., & supply stores	5,121	5,132	4,207	4,347	4,637	4,400	4,341	4,412	4,529	4,483	4,679	4,663	4,882	10,253	8,414
525	Hardware stores	927	955	878	904	934	900	894	906	937	936	1,012	941	940	1,882	1,771
55 ex 554	Automotive dealers	26,327	25,911	25,152	25,102	26,247	26,184	26,079	26,150	27,322	29,790	25,065	25,289	26,164	52,238	49,815
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	23,841	23,194	23,094	24,184	24,145	24,065	24,145	25,296	27,740	23,018	23,187	24,117	48,127	45,895
553	Auto & home supply stores	2,041	2,070	1,958	2,008	2,063	2,039	2,014	2,005	2,026	2,050	2,047	2,102	2,047	4,111	3,920
57	Furniture, home furn. & equip strs	5,969	5,960	5,505	5,484	5,468	5,670	5,571	5,580	5,677	5,798	5,884	5,809	6,012	11,929	10,819
571	Furniture & home furn. stores	3,253	3,291	3,030	3,009	2,983	3,081	3,057	3,085	3,118	3,137	3,123	3,160	3,211	6,544	5,897
5722,32	Household appliance, radio & tv	2,263	2,230	2,088	2,080	2,100	2,187	2,116	2,103	2,149	2,239	2,307	2,301	2,348	4,493	4,160
	Nondurable goods, total	73,162	73,574	70,594	70,541	71,539	71,445	71,155	71,662	72,067	72,370	72,430	72,802	72,979	146,736	140,451
53	General mdse. group stores	13,340	13,595	13,203	13,165	13,344	13,203	13,071	13,164	13,441	13,410	13,322	13,455	13,416	26,935	26,091
531	Department stores	11,330	11,544	11,130	11,056	11,240	11,128	11,008	11,131	11,345	11,270	11,295	11,430	11,416	22,874	21,957
533	Variety stores	768	738	757	766	761	752	746	733	737	775	726	721	723	1,506	1,490
539	Misc. gen. mdse stores	1,242	1,313	1,316	1,343	1,343	1,325	1,317	1,300	1,359	1,366	1,301	1,304	1,277	2,555	2,634
54	Food stores	24,337	24,338	23,188	23,116	23,390	23,371	23,377	23,805	23,521	23,828	23,787	24,043	24,250	48,675	46,311
541	Grocery stores	23,002	23,038	21,846	21,763	22,048	22,008	22,066	22,169	22,186	22,505	22,453	22,692	22,873	46,040	43,640
554	Gasoline service stations	8,421	8,317	8,156	8,252	8,580	8,464	8,428	8,477	8,432	8,398	8,420	8,420	8,489	16,738	16,370
56	Apparel & accessory stores	5,915	5,937	5,632	5,740	5,708	5,765	5,718	5,757	5,879	5,890	5,897	5,954	5,954	11,852	11,104
561	Mens & boys clothing, furnishings	695	713	688	700	702	700	690	678	687	684	697	704	704	1,408	1,382
562,3,8	Women's clothing, spec., furrier	2,498	2,480	2,340	2,377	2,354	2,393	2,392	2,441	2,487	2,487	2,470	2,493	2,505	4,978	4,808
566	Shoe stores	886	908	884	924	935	944	912	902	916	898	895	891	893	1,794	1,751
58	Eating & drinking places	11,274	11,373	10,659	10,824	10,908	10,898	10,987	10,960	10,960	11,009	11,107	11,110	11,003	22,647	21,236
591	Drug & proprietary stores	3,938	3,936	3,774	3,762	3,771	3,794	3,808	3,857	3,913	3,878	3,864	3,910	3,911	7,874	7,486
592	Liquor stores	1,503	1,518	1,461	1,477	1,488	1,474	1,457	1,486	1,482	1,591	1,485	1,482	1,495	3,021	2,966

pPreliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [2] GAF represents stores which specialize in department store types of merchandise (see appendix A). [3] Estimates were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	Percent change in retail sales		
		Feb. 1986 from--		2 mos. 1986 from 2 mos. 1985
		Feb.1985	Jan.1986	
	Data Not Adjusted			
	Retail trade, total	+4.7	-5.5	+6.0
	Total (excl. auto. group)	+5.2	-6.4	+6.1
	Durable goods, total	+5.7	-4.2	+7.8
52	Building materials, hardware, garden supply, and mobile homes dealers	+19.8	-6.1	+19.5
521,3,5	Bldg. mat., supply, hardware stores	+19.5	-7.3	+19.6
521,3	Bldg. materials and supply stores	+21.8	-7.2	+22.7
523	Paint, glass, wallpaper stores*	+36.7	-3.3	+39.3
525	Hardware stores	+8.6	-8.0	+5.9
55 ex 554	Automotive dealers	+3.0	-2.7	+5.8
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+2.8	-2.3	+5.9
551,2	Motor vehicle dealers	+2.5	-3.7	+5.7
551	Motor vehicle dlrs. (franchised)	+3.1	-3.7	+6.2
553	Auto and home supply stores	+5.6	-7.5	+4.6
57	Furniture, home furn., & equip. stores	+8.1	-8.6	+10.3
571	Furniture, and home furn. stores	+8.5	-7.1	+10.9
5712	Furniture stores	+3.6	-8.9	+6.7
5713	Floor covering stores*	+21.4	-2.8	+23.5
5722,32	Household appliance, radio & TV	+6.7	-10.6	+8.2
5722	Household appliance stores	+1.2	-15.4	+5.9
5732	Radio and television stores*	+9.3	-8.3	+9.3
5733	Music stores*	+13.2	-9.2	+17.7
5941	Sporting goods strs. & bicycle shops*	+.6	-4.8	+2.6
5942	Book stores*	-6.9	-39.9	-5.4
5944	Jewelry stores	+7.6	+7.0	+10.1
5946	Camera, photographic supply stores*	+5.5	-6.5	+4.1
5999 pt.	Optical goods stores*	+8.5	-4.3	+8.6
	Nondurable goods, total	+4.1	-6.3	+5.0
53	General merchandise group stores	+3.0	+1.7	+3.1
531 9	Dept. strs., misc. gen. mdse. strs	+3.3	+1.9	+3.3
531	Department stores	+3.7	+1.3	+4.0
539	Misc. general mdse. stores	-.2	+7.5	-2.9
533	Variety stores	-2.1	-2.3	+1.2
54	Food stores	+4.8	-8.7	+6.0
541	Grocery stores	+5.3	-9.1	+6.5
542	Meat and fish (seafood) markets*	-19.7	-9.0	-18.3
543	Fruit stores & vegetable markets*	+5.7	-5.9	+7.5
544	Candy, nut, confectionery stores*	+29.3	+50.6	+31.1
546	Retail bakeries	-4.5	+.3	-3.3
554	Gasoline service stations	+1.9	-10.8	+2.4
56	Apparel and accessory stores	+5.4	-6.9	+6.9
561	Men's & boy's clothing, furnishings	+3.5	-11.4	+2.3
562,3,8	Women's cloth., spec. strs., furriers	+5.7	-6.3	+8.3
562	Women's ready-to-wear stores	+4.7	-5.8	+7.0
565	Family clothing stores	+5.9	-6.8	+8.5
566	Shoe stores	+2.7	-6.6	+1.9

SIC code	Kind of business	Percent change in retail sales		
		Feb. 1986 from--		2 mos. 1986 from 2 mos. 1985
		Feb. 1985	Jan. 1986	
58	Eating and drinking places	+6.7	-3.7	+7.5
5812	Eating places	+6.9	-3.7	+7.8
5812 pt.	Restaurants, lunchrooms, cafes	+7.2	-1.5	+7.3
5812 pt.	Refreshment places	+6.5	-7.4	+8.6
5813	Drinking places (alcoholic bevs.)	+4.3	-4.8	+3.7
591	Drug & proprietary stores	+4.3	-6.1	+5.4
592	Liquor stores	+3.8	-6.3	+2.4
5943	Stationery stores*	-4.2	-9.5	-4.0
596	Nonstore retailers[1]	+7.2	-1.9	+5.4
5961 pt.	Mail-order houses (department store merchandise)	-18.2	-8.5	-22.4
598	Fuel and ice dealers*	-9.3	-21.2	-5.8
5983	Fuel and oil dealers*	-6.2	-18.2	-6.4
53,56,57, 594	GAF, total	+4.7	-3.3	+5.6
	Data Adjusted			
	Retail trade, total	+4.9	+.1	+5.6
	Total (ex. automotive group)	+5.5	+.6	+5.8
	Durable goods, total	+6.1	-.7	+7.4
52	Building materials, hardware, garden supply, and mobile homes dealers	+20.4	+.9	+19.3
521,3	Bldg. materials and supply stores	+22.0	+.2	+21.9
525	Hardware stores	+8.8	+3.0	+6.3
55 ex 554	Automotive dealers	+3.0	-1.6	+4.9
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+2.8	-1.8	+4.9
553	Auto and home supply stores	+5.7	+1.4	+4.9
57	Furniture, home furn., & equip. stores	+8.3	-.2	+10.3
571	Furniture and home furn. stores	+8.6	+1.2	+11.0
5722,32	Hshd. appl., radio and TV stores	+6.8	-1.5	+8.0
	Nondurable goods, total	+4.2	+.6	+4.5
53	General merchandise group stores	+3.0	+1.9	+3.2
531	Department stores	+3.7	+1.9	+4.1
533	Variety stores	-2.5	-3.9	+1.1
539	Misc. general mdse. stores	-.2	+5.7	-3.0
54	Food stores	+5.0	.0	+5.1
541	Grocery stores	+5.5	+.2	+5.5
554	Gasoline service stations	+2.0	-1.2	+2.2
56	Apparel and accessory stores	+5.4	+.4	+6.7
561	Men's & boy's clothing, furnishings	+3.6	+2.6	+1.9
562,3,8	Women's cloth., spec. strs., furriers	+5.6	-.7	+8.0
566	Shoe stores	+2.7	+2.5	+2.5
58	Eating and drinking places	+6.7	+.9	+6.6
591	Drug & proprietary stores	+4.3	-.1	+5.2
592	Liquor stores	+3.9	+1.0	+2.2

*See appendix A, Percent Change in Sales.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1

Table 2A. Month-to-Month and Long-Term Percent Changes in Retail Sales

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			3-month percent change		Average monthly rates of change		
				Dec. 1985 through Feb. 1986 from--		Feb. 1986 from Nov. 1985 (3-month span)	Feb. 1986 from Aug. 1985 (6-month span)	Feb. 1986 from Feb. 1985 (12-month span)
	Feb.1986 from Jan.1986	Jan.1986 from Dec.1985	Dec. 1985 from Nov.1985	Sept. 1985 through Nov. 1985	Dec. 1984 through Feb. 1985			
Retail trade, total	+.1	+.4	+1.2	+.7	+5.8	+.6	+.2	+.4
Durable goods, total	-.7	+.7	+2.9	+.2	+7.9	+1.0	.0	+.6
Nondurable goods, total	+.6	+.3	+.2	+1.0	+4.5	+.4	+.3	+.3

Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986		1985											Percent change		
															Feb. 1986 from--		2 mo 1986 from 2 mo 1985
		Jan.	Feb.^{p}	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,716	31,547	37,256	37,451	40,044	38,011	37,327	40,626	36,963	39,527	44,041	56,786	+3.7	-5.2	+4.7
	Durable goods, total	2,679	2,553	2,408	2,945	3,170	3,538	3,371	3,284	3,380	3,138	3,346	3,717	5,246	+6.0	-4.7	+6.5
553	Auto and home supply stores	361	339	309	382	410	431	417	423	426	409	455	454	437	+9.7	-6.1	+7.5
	Nondurable goods, total	31,847	30,163	29,139	34,311	34,281	36,506	34,640	34,043	37,246	33,825	36,181	40,324	51,540	+3.5	-5.3	+4.6
53	General mdse. group stores	8,708	8,911	8,605	11,003	11,432	12,316	11,488	10,636	12,553	11,140	12,239	15,387	23,218	+3.6	+2.3	+3.6
531	Department stores	7,628	7,743	7,444	9,572	9,983	10,706	10,025	9,318	10,987	9,738	10,740	13,333	20,031	+4.0	+1.5	+4.2
533	Variety stores	461	439	471	592	628	652	588	560	632	573	582	660	1,167	-6.8	-4.8	-2.1
539	Misc. general mdse. stores	619	729	690	839	821	958	875	758	934	829	917	1,394	2,020	+5.7	+17.8	+1.4
54	Food stores	13,401	12,074	11,637	13,010	12,592	13,574	12,943	13,140	13,570	12,408	12,979	13,516	14,177	+3.8	-9.9	+5.2
541	Grocery stores	13,235	11,898	11,473	12,843	12,423	13,418	12,787	12,987	13,413	12,260	12,822	13,340	13,880	+3.7	-10.1	+5.1
56	Apparel and accessory stores	1,743	1,729	1,547	2,157	2,239	2,239	2,134	2,003	2,607	2,212	2,351	2,849	4,234	+11.8	-.8	+12.2
562,3,8	Women's clothing, spec., furs	785	792	694	959	982	982	942	939	1,092	981	1,049	1,260	1,840	+14.1	+.9	+15.4
562	Women's ready-to-wear	768	773	676	937	958	958	918	917	1,065	958	1,023	1,233	1,798	+14.3	+.7	+15.8
565	Family clothing stores	453	446	402	574	586	604	572	533	766	592	635	823	1,274	+10.9	-1.5	+11.7
566	Shoe stores	356	346	320	443	482	459	425	373	519	438	457	495	661	+8.1	-2.8	+7.2
5812	Eating places	2,268	2,139	2,006	2,398	2,307	2,459	2,458	2,494	2,586	2,386	2,436	2,379	2,405	+6.6	-5.7	+7.6
591	Drug and proprietary stores	2,083	1,943	1,938	2,066	2,042	2,150	2,074	2,099	2,195	2,016	2,122	2,147	3,174	+.3	-6.7	+2.4
	Adjusted for seasonal variations, holiday, and trading-day differences		See	note 1													
	Retail trade, total	40,077	40,227	38,733	38,849	39,162	39,182	39,038	39,217	39,604	39,717	39,664	40,028	40,234	+3.9	+.4	+4.3
553	Auto and home supply stores	424	435	396	403	402	403	399	394	402	418	419	429	423	+9.8	+2.6	+7.9
53	General mdse. group stores	12,454	12,688	12,268	12,298	12,376	12,265	12,142	12,248	12,504	12,447	12,394	12,558	12,500	+3.4	+1.9	+3.7
531	Department stores	10,851	11,046	10,634	10,636	10,769	10,653	10,542	10,661	10,889	10,808	10,827	10,974	10,940	+3.9	+1.8	+4.3
533	Variety stores	640	596	641	651	649	642	636	624	625	664	616	606	609	-7.0	-6.9	-2.3
541	Grocery stores	13,156	13,118	12,635	12,666	12,820	12,840	12,890	12,858	12,738	13,043	12,925	13,015	13,181	+3.8	-.3	+4.0
56	Apparel and accessory stores	2,435	2,494	2,233	2,271	2,294	2,289	2,308	2,328	2,380	2,373	2,403	2,448	2,423	+11.7	+2.4	+11.7
562,3,8	Women's clothing, spec., furs	1,099	1,115	977	991	1,002	994	1,024	1,043	1,037	1,058	1,059	1,100	1,077	+14.1	+1.5	+14.9
566	Shoe stores	452	468	434	433	444	450	455	450	472	451	461	452	459	+7.8	+3.5	+6.7
591	Drug and proprietary stores	2,207	2,166	2,158	2,143	2,107	2,146	2,149	2,191	2,247	2,198	2,227	2,164	2,189	+.4	-1.9	+2.3

^{p}Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business).Group totals include kinds of business not shown separately.

Figure 4.
Percent Change in Retail Sales: February 1986 From February 1985

(Based on data NOT ADJUSTED for seasonal Variations, holiday or trading – day differences)

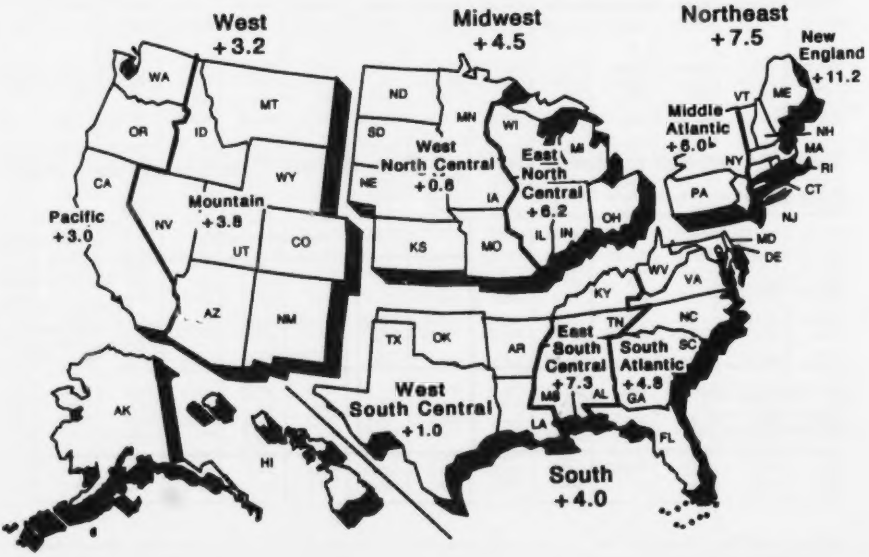

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Table 4. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, adjusted for seasonal variations, holiday, or trading-day differences)

Kind of business	1986		1985											Percent change		
														Feb. 1986 from--		2 mos. 1986 from 2 mos. 1985
	Jan.	Feb.p	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986	
Not adjusted for seasonal variations, holiday, or trading-day differences																
Northeast																
Retail trade, total	23,451	21,891	20,357	22,894	23,818	25,708	24,606	24,514	25,653	24,635	25,444	26,203	30,786	+7.5	-6.7	+9.6
Durable goods, total	8,076	7,713	6,773	7,790	8,580	9,583	9,130	9,106	9,214	9,394	8,982	8,780	9,792	+13.9	-4.5	+18.2
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	989	720	870	1,128	1,344	1,361	1,384	1,363	1,297	1,422	1,332	1,213	+37.4	-10.8	+35.7
Automotive dealers	4,771	4,642	4,047	4,821	5,413	5,945	5,509	5,558	5,492	5,839	5,102	4,656	4,456	+14.7	-2.7	+21.0
Furniture, home furn. and equipment stores	1,207	1,164	1,051	1,106	1,081	1,199	1,169	1,190	1,263	1,197	1,353	1,500	1,863	+10.8	-3.6	+13.5
Nondurable goods, total	15,375	14,178	13,584	15,104	15,238	16,125	15,476	15,408	16,439	15,241	16,462	17,423	20,994	+4.4	-7.8	+5.5
General mdse. group stores	1,761	1,849	1,871	2,272	2,438	2,685	2,450	2,168	2,658	2,440	2,740	3,435	5,125	-1.2	+5.0	+.6
Department stores	1,487	1,555	1,557	1,928	2,056	2,309	2,101	1,830	2,260	2,068	2,354	2,969	4,395	-.1	+4.6	+1.7
Food stores	5,392	4,848	4,532	4,953	4,829	5,246	5,123	5,297	5,438	4,995	5,266	5,350	5,588	+7.0	-10.1	+8.5
Grocery stores	5,049	4,517	4,131	4,518	4,387	4,808	4,716	4,901	5,037	4,632	4,878	4,969	5,137	+9.3	-10.5	+10.9
Gasoline service stations	1,650	1,475	1,417	1,603	1,639	1,683	1,666	1,735	1,749	1,596	1,669	1,619	1,720	+4.1	-10.6	+4.0
Apparel & accessory stores	1,163	1,078	1,043	1,312	1,424	1,510	1,351	1,204	1,529	1,407	1,575	1,778	2,461	+3.4	-7.3	+5.0
Eating & drinking places	2,276	2,147	2,021	2,317	2,391	2,568	2,618	2,724	2,753	2,513	2,595	2,452	2,459	+6.2	-5.7	+8.2
Drug & proprietary stores	785	756	749	789	787	800	769	763	788	754	802	792	1,026	+.9	-3.7	+3.1
GAF, total[1]	4,919	4,839	4,664	5,408	5,646	6,223	5,796	5,292	6,317	5,842	6,511	7,803	11,443	+3.8	-1.6	+5.5
Midwest[2]																
Retail trade, total	24,301	23,235	22,226	26,078	27,589	29,583	27,981	27,866	29,113	27,613	28,074	28,476	32,369	+4.5	-4.4	+5.6
Durable goods, total	8,665	8,664	8,020	9,806	10,927	11,692	10,988	10,969	11,169	10,930	10,134	9,633	10,510	+8.0	.0	+8.5
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	944	853	1,101	1,444	1,708	1,600	1,615	1,592	1,520	1,647	1,457	1,300	+10.7	-8.0	+8.3
Automotive dealers	5,582	5,832	5,424	6,676	7,381	7,766	7,218	7,200	7,195	7,233	6,077	5,587	5,513	+7.5	+4.5	+7.9
Furniture, home furn, and equipment stores	1,225	1,091	946	1,110	1,130	1,142	1,128	1,162	1,288	1,224	1,372	1,463	1,855	+15.3	-10.9	+19.9
Nondurable goods, total	15,636	14,571	14,206	16,272	16,662	17,891	16,993	16,897	17,944	16,683	17,940	18,843	21,859	+2.6	-6.8	+3.9
General mdse. group stores	2,384	2,340	2,269	3,018	3,198	3,393	3,125	2,955	3,469	3,051	3,404	4,183	6,098	+3.1	-1.8	+3.6
Department stores	2,098	2,058	1,976	2,637	2,766	2,950	2,730	2,572	3,044	2,676	2,996	3,706	5,419	+4.1	-1.9	+4.4
Food stores	5,353	4,829	4,756	5,233	5,181	5,707	5,372	5,435	5,625	5,183	5,375	5,536	5,723	+1.5	-9.8	+4.2
Grocery stores	5,132	4,615	4,500	4,947	4,902	5,396	5,093	5,152	5,305	4,922	5,114	5,253	5,399	+2.6	-10.1	+5.0
Gasoline service stations	2,211	1,947	2,043	2,224	2,361	2,550	2,526	2,582	2,502	2,392	2,527	2,402	2,446	-4.7	-11.9	-4.0
Apparel & accessory stores	1,018	917	838	1,131	1,202	1,192	1,125	1,100	1,343	1,160	1,303	1,516	2,108	+9.4	-9.9	+10.3
Eating & drinking places	2,220	2,233	2,006	2,318	2,321	2,595	2,614	2,525	2,639	2,510	2,587	2,443	2,270	+11.3	+.6	+10.8
Drug & proprietary stores	992	938	903	945	944	968	952	960	994	930	986	967	1,306	+3.9	-5.4	+4.7
GAF, total[1]	5,179	4,876	4,576	5,842	6,152	6,463	6,112	5,904	6,853	6,080	6,755	7,934	11,642	+6.6	-5.9	+8.0
South																
Retail trade, total	35,370	33,396	32,126	37,553	38,226	39,910	38,028	38,504	40,360	37,610	38,052	38,711	46,050	+4.0	-5.6	+4.9
Durable goods, total	13,649	12,871	12,587	14,785	15,304	16,087	15,205	15,578	16,018	15,397	14,627	13,911	15,815	+2.3	-5.7	+4.1
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,991	1,652	2,180	2,564	2,672	2,488	2,615	2,492	2,396	2,554	2,258	2,271	+20.5	-3.6	+19.5
Automotive dealers	8,405	7,898	8,217	9,513	9,608	10,089	9,476	9,747	10,095	9,853	8,705	7,957	8,051	-3.9	-6.0	-1.2
Furniture, home furn. and equipment stores	1,869	1,715	1,597	1,808	1,732	1,921	1,894	1,883	2,005	1,863	1,950	2,101	2,651	+7.4	-8.2	+9.4
Nondurable goods, total	21,721	20,525	19,539	22,768	22,922	23,823	22,823	22,926	24,342	22,213	23,425	24,800	30,235	+5.0	-5.5	+5.4
General mdse. group stores	3,192	3,284	3,143	4,152	4,249	4,508	4,184	3,939	4,569	4,004	4,367	5,477	8,512	+4.5	+2.9	+3.6
Department stores	2,604	2,672	2,519	3,371	3,450	3,632	3,388	3,204	3,722	3,234	3,551	4,404	6,794	+6.1	+2.6	+5.6
Food stores	8,138	7,521	7,156	8,023	7,869	8,283	8,098	8,300	8,511	7,866	8,096	8,322	8,626	+5.1	-7.6	+5.2
Grocery stores	7,859	7,246	6,882	7,699	7,540	7,971	7,806	8,003	8,217	7,587	7,798	8,015	8,270	+5.3	-7.8	+5.5
Gasoline service stations	2,624	2,324	2,160	2,501	2,663	2,755	2,787	2,892	2,861	2,635	2,685	2,584	2,733	+7.6	-11.4	+8.4
Apparel & accessory stores	1,514	1,432	1,363	1,849	1,858	1,825	1,665	1,624	1,985	1,745	1,799	2,077	3,164	+5.1	-5.4	+6.8
Eating & drinking places	3,324	3,170	3,035	3,548	3,643	3,767	3,614	3,631	3,734	3,369	3,507	3,379	3,407	+4.4	-4.6	+5.1
Drug & proprietary stores	1,281	1,215	1,126	1,194	1,191	1,222	1,166	1,187	1,241	1,136	1,265	1,275	1,714	+7.9	-5.2	+8.9
GAF, total[1]	7,512	7,344	6,937	8,770	8,859	9,271	8,697	8,377	9,595	8,568	9,171	10,930	16,771	+5.9	-2.2	+6.1
West																
Retail trade, total	22,520	21,285	20,627	23,409	23,312	24,987	24,162	24,341	25,646	23,984	24,180	24,670	29,441	+3.2	-5.5	+4.7
Durable goods, total	8,595	8,105	7,974	9,063	9,005	9,796	9,269	9,266	9,652	9,444	9,044	8,796	10,229	+1.6	-5.7	+4.4
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,139	1,000	1,161	1,327	1,388	1,386	1,359	1,452	1,328	1,327	1,189	1,209	+13.9	-4.5	+17.2
Automotive dealers	5,053	4,807	4,820	5,588	5,434	6,035	5,569	5,586	5,725	5,619	5,123	4,903	5,073	-.3	-4.9	+3.4
Furniture, home furn. and equipment stores	1,264	1,118	1,111	1,219	1,152	1,203	1,190	1,222	1,260	1,225	1,308	1,342	1,733	+.6	-11.6	+1.0
Nondurable goods, total	13,925	13,180	12,653	14,346	14,307	15,191	14,893	15,075	15,994	14,540	15,136	15,874	19,212	+4.2	-5.4	+5.0
General mdse. group stores	2,046	2,066	1,981	2,369	2,446	2,650	2,584	2,426	2,817	2,532	2,706	3,327	4,985	+4.3	+1.0	+4.2
Department stores	1,765	1,773	1,717	2,048	2,136	2,280	2,228	2,111	2,410	2,176	2,315	2,831	4,295	+3.3	+.5	+3.2
Food stores	5,065	4,659	4,408	4,940	4,852	5,132	5,008	5,116	5,263	4,709	4,972	5,089	5,472	+5.7	-8.0	+6.8
Grocery stores	4,709	4,310	4,127	4,621	4,513	4,777	4,672	4,776	4,914	4,374	4,618	4,727	4,959	+4.4	-8.5	+5.4
Gasoline service stations	1,582	1,448	1,443	1,619	1,665	1,806	1,795	1,861	1,893	1,757	1,766	1,680	1,719	+.3	-8.5	+1.0
Apparel & accessory stores	999	942	902	1,088	1,119	1,180	1,156	1,145	1,315	1,179	1,204	1,438	2,050	+4.4	-5.7	+6.1
Eating & drinking paces	2,518	2,401	2,265	2,630	2,488	2,630	2,668	2,793	2,853	2,595	2,618	2,480	2,592	+6.0	-4.6	+7.2
Drug & proprietary stores	770	724	705	755	781	813	788	816	843	775	810	798	1,140	+2.7	-6.0	+2.8
GAF, total[1]	5,133	4,925	4,823	5,563	5,592	5,996	5,871	5,680	6,401	5,877	6,190	7,219	10,692	+2.1	-4.1	+2.8

pPreliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 5. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Kind of business	1986		1985											Percent change		
														Feb. 1986 from--		2 mos. 1986 from 2 mos. 1985
	Jan.	Feb.[p]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986	
New England	7,150	6,748	6,070	6,796	6,941	7,492	7,353	7,361	7,729	7,461	7,777	7,811	9,108	+11.2	-5.6	+13.0
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,437	4,085	4,560	4,534	4,793	4,561	4,638	4,965	4,517	5,008	5,289	6,266	+8.6	-7.2	+9.5
Gen. mdse. group stores	513	533	531	653	710	753	692	621	775	695	767	971	1,471	+.4	+3.9	+3.1
Department stores	407	410	403	519	551	614	566	502	619	549	622	782	1,179	+1.7	+.7	+3.4
Food stores	1,534	1,387	1,271	1,399	1,366	1,559	1,510	1,582	1,644	1,441	1,557	1,536	1,562	+9.1	-9.6	+10.3
GAF, total[1]	1,238	1,247	1,188	1,406	1,463	1,615	1,538	1,393	1,714	1,543	1,710	2,059	3,070	+5.0	+.7	+6.7
Middle Atlantic	16,301	15,143	14,287	16,098	16,877	18,216	17,253	17,153	17,924	17,174	17,667	18,392	21,678	+6.0	-7.1	+8.1
Durable goods, total	5,706	5,402	4,788	5,554	6,173	6,884	6,338	6,383	6,450	6,450	6,213	6,258	6,950	+12.8	-5.3	+17.1
Automotive dealers	3,311	3,158	2,770	3,392	3,832	4,235	3,774	3,834	3,785	3,916	3,463	3,236	3,089	+14.0	-4.6	+19.9
Nondurable goods, total	10,595	9,741	9,499	10,544	10,704	11,332	10,915	10,770	11,474	10,724	11,454	12,134	14,728	+2.5	-8.1	+3.7
Gen. mdse. group stores	1,248	1,316	1,340	1,619	1,728	1,932	1,758	1,547	1,883	1,745	1,973	2,464	3,654	-1.8	+5.4	-.4
Department stores	1,080	1,145	1,154	1,409	1,505	1,695	1,535	1,328	1,641	1,519	1,732	2,187	3,216	-.8	+6.0	+1.0
Food stores	3,858	3,461	3,261	3,554	3,463	3,687	3,613	3,715	3,794	3,554	3,709	3,814	4,026	+6.1	-10.3	+7.9
Gasoline service stations	1,103	978	1,003	1,132	1,173	1,189	1,174	1,208	1,218	1,092	1,118	1,077	1,152	-2.5	-11.3	-1.7
Apparel & accessory strs.	869	789	785	980	1,081	1,138	1,020	909	1,141	1,063	1,175	1,309	1,856	+.5	-9.2	+2.6
Eating & drinking places	1,498	1,395	1,408	1,606	1,617	1,750	1,799	1,828	1,873	1,747	1,737	1,646	1,676	-.9	-6.9	+1.8
Drug & proprietary stores	588	551	515	550	568	586	562	565	575	551	595	581	747	+7.0	-6.3	+8.9
GAF, total[1]	3,681	3,592	3,476	4,002	4,183	4,608	4,258	3,899	4,603	4,299	4,801	5,744	8,373	+3.3	-2.4	+5.1
East North Central	16,969	16,386	15,429	18,279	19,351	20,597	19,732	19,611	20,400	19,370	19,545	19,931	22,888	+6.2	-3.4	+6.5
Durable goods, total	5,975	6,088	5,492	6,783	7,606	7,961	7,603	7,644	7,649	7,568	6,937	6,632	7,441	+10.9	+1.9	+9.8
Automotive dealers	3,879	4,135	3,718	4,615	5,118	5,272	5,017	5,041	4,930	5,029	4,158	3,808	3,883	+11.2	+6.6	+9.8
Furniture, home furn. strs.	843	761	669	803	847	837	831	856	946	881	968	1,068	1,326	+13.8	-9.7	+18.6
Nondurable goods, total	10,994	10,298	9,937	11,496	11,745	12,636	12,129	11,967	12,751	11,802	12,608	13,299	15,447	+3.6	-6.3	+4.7
Gen. mdse. group stores	1,661	1,628	1,581	2,124	2,252	2,374	2,199	2,063	2,415	2,136	2,405	2,961	4,313	+3.0	-2.0	+3.4
Department stores	1,480	1,451	1,401	1,885	1,979	2,090	1,941	1,816	2,145	1,900	2,146	2,672	3,878	+3.6	-2.0	+3.9
Food stores	3,647	3,291	3,254	3,576	3,557	3,947	3,733	3,751	3,912	3,542	3,642	3,757	3,893	+1.1	-9.8	+3.7
Gasoline service stations	1,547	1,364	1,443	1,580	1,628	1,711	1,750	1,790	1,743	1,666	1,724	1,615	1,671	-5.5	-11.8	-4.4
Apparel & accessory strs.	758	676	612	851	894	904	861	817	1,003	867	957	1,141	1,576	+10.5	-10.8	+11.6
Eating & drinking places	1,574	1,644	1,424	1,676	1,683	1,914	1,934	1,836	1,922	1,823	1,853	1,777	1,600	+15.4	+4.4	+13.0
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,454	3,235	4,183	4,428	4,629	4,421	4,241	4,900	4,359	4,834	5,789	8,405	+6.8	-5.9	+8.2
West North Central	7,332	6,849	6,797	7,799	8,238	8,986	8,249	8,255	8,713	8,243	8,529	8,545	9,481	+.8	-6.6	+3.5
Durable goods, total	2,690	2,576	2,528	3,023	3,321	3,731	3,385	3,325	3,520	3,362	3,197	3,001	3,069	+1.9	-4.2	+5.7
Automotive dealers	1,703	1,697	1,706	2,061	2,263	2,494	2,201	2,159	2,265	2,204	1,919	1,779	1,630	-.5	-.4	+3.7
Nondurable goods, total	4,642	4,273	4,269	4,776	4,917	5,255	4,864	4,930	5,193	4,881	5,332	5,544	6,412	+.1	-7.9	+2.1
Gen. mdse. group stores	723	712	688	894	946	1,019	926	892	1,054	915	999	1,222	1,785	+3.5	-1.5	+3.9
Department stores	618	607	575	752	787	860	789	756	899	776	850	1,034	1,541	+5.6	-1.8	+5.6
Food stores	1,706	1,538	1,502	1,657	1,624	1,760	1,639	1,684	1,713	1,641	1,733	1,779	1,830	+2.4	-9.8	+5.2
Gasoline service stations	664	583	600	644	753	839	776	792	759	726	803	787	775	-2.8	-12.2	-3.0
Apparel & accessory strs.	260	241	226	280	308	288	264	283	340	293	346	375	532	+6.6	-7.3	+6.6
GAF, total[1]	1,510	1,422	1,341	1,659	1,724	1,834	1,691	1,663	1,953	1,721	1,921	2,205	3,237	+6.0	-5.8	+7.4
South Atlantic	18,748	17,687	16,879	19,433	19,870	20,528	19,483	19,726	20,771	19,474	19,919	20,258	24,042	+4.8	-5.7	+6.2
Durable goods, total	7,844	7,369	7,037	8,084	8,460	8,836	8,275	8,548	8,798	8,518	8,191	7,881	8,855	+4.7	-6.1	+6.6
Automotive dealers	4,825	4,527	4,662	5,257	5,330	5,626	5,203	5,437	5,618	5,527	4,963	4,582	4,507	-2.9	-6.2	-.4
Furniture, home furn. strs.	1,015	956	857	977	918	1,015	1,009	992	1,064	987	1,058	1,183	1,461	+11.6	-5.8	+11.5
Nondurable goods, total	10,904	10,318	9,842	11,349	11,410	11,692	11,208	11,178	11,973	10,956	11,728	12,377	15,187	+4.8	-5.4	+6.0
Gen. mdse. group stores	1,564	1,638	1,569	2,040	2,103	2,212	2,053	1,887	2,232	1,958	2,149	2,749	4,327	+4.4	+4.7	+3.1
Department stores	1,250	1,306	1,246	1,633	1,676	1,749	1,638	1,507	1,789	1,577	1,735	2,170	3,303	+4.8	+4.5	+4.2
Food stores	4,024	3,629	3,564	3,986	3,879	4,014	3,920	4,002	4,137	3,812	4,009	4,116	4,250	+1.8	-9.8	+4.3
Gasoline service stations	1,431	1,282	1,158	1,309	1,389	1,411	1,381	1,457	1,495	1,387	1,431	1,356	1,445	+10.7	-10.4	+11.0
Apparel & accessory strs.	717	680	654	857	892	845	787	760	914	805	872	994	1,513	+4.0	-5.2	+6.2
GAF, total[1]	3,805	3,783	3,518	4,378	4,486	4,569	4,317	4,106	4,728	4,223	4,631	5,578	8,551	+7.5	-.6	+7.1
East South Central	5,536	5,201	4,846	5,857	5,981	6,350	6,119	6,401	6,619	6,184	6,370	6,338	7,364	+7.3	-6.1	+8.0
Durable goods, total	1,917	1,879	1,652	2,085	2,147	2,308	2,239	2,424	2,470	2,378	2,312	2,100	2,288	+13.7	-2.0	+14.2
Nondurable goods, total	3,619	3,322	3,194	3,772	3,834	4,042	3,880	3,977	4,149	3,806	4,058	4,238	5,076	+4.0	-8.2	+4.8
Gen. mdse. group stores	544	550	492	705	728	771	732	707	807	710	787	1,006	1,506	+11.8	+1.1	+9.8
Department stores	422	423	381	551	577	591	562	538	617	536	595	772	1,134	+11.0	+.2	+10.2
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,075	926	1,305	1,318	1,423	1,365	1,373	1,555	1,376	1,491	1,791	2,681	+16.1	-3.2	+15.8
West South Central	11,086	10,508	10,401	12,263	12,375	13,032	12,426	12,377	12,970	11,952	11,763	12,115	14,644	+1.0	-5.2	+1.3
Durable goods, total	3,888	3,623	3,898	4,616	4,697	4,943	4,691	4,606	4,750	4,501	4,124	3,930	4,672	-7.1	-6.8	-4.6
Automotive dealers	2,308	2,109	2,389	2,833	2,857	2,941	2,827	2,756	2,884	2,784	2,337	2,143	2,283	-11.7	-8.6	-8.2
Nondurable goods, total	7,198	6,885	6,503	7,647	7,678	8,089	7,735	7,771	8,220	7,451	7,639	8,185	9,972	+5.9	-4.3	+4.8
Gen. mdse. group stores	1,084	1,096	1,082	1,407	1,418	1,525	1,399	1,345	1,530	1,336	1,431	1,722	2,679	+1.3	+1.1	+1.5
Department stores	932	943	892	1,187	1,197	1,292	1,188	1,159	1,316	1,121	1,221	1,462	2,267	+5.7	+1.2	+5.6
Food stores	2,783	2,691	2,412	2,731	2,696	2,877	2,817	2,904	2,956	2,728	2,747	2,871	2,981	+11.6	-3.3	+7.9
Apparel & accessory strs.	601	566	527	722	702	710	638	621	774	692	666	776	1,194	+7.4	-5.8	+8.1
GAF, total[1]	2,596	2,486	2,493	3,087	3,055	3,279	3,015	2,898	3,312	2,969	3,049	3,561	5,539	-.3	-4.2	+1.0
Mountain	5,719	5,374	5,176	5,770	5,941	6,305	6,032	6,195	6,585	5,914	6,172	6,284	7,383	+3.8	-6.0	+5.0
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,377	3,295	3,731	3,691	3,963	3,838	3,933	4,264	3,680	3,904	4,098	4,841	+2.5	-5.4	+3.8
Gen. mdse. group stores	492	505	482	596	596	672	630	585	710	620	668	842	1,249	+4.8	+2.6	+4.8
Department stores	403	405	381	471	490	532	493	479	554	492	535	648	998	+6.3	+.5	+6.5
Food stores	1,386	1,284	1,237	1,384	1,349	1,470	1,407	1,431	1,487	1,245	1,365	1,405	1,462	+3.8	-7.4	+5.0
GAF, total[1]	1,208	1,167	1,176	1,354	1,339	1,408	1,339	1,291	1,501	1,370	1,465	1,693	2,617	-.8	-3.4	-.4
Pacific	16,801	15,911	15,451	17,639	17,371	18,682	18,130	18,146	19,061	18,070	18,008	18,386	22,058	+3.0	-5.3	+4.7
Durable goods, total	6,445	6,108	6,093	7,024	6,755	7,454	7,075	7,004	7,331	7,210	6,776	6,610	7,687	+.2	-5.2	+3.5
Automotive dealers	3,819	3,641	3,795	4,463	4,142	4,660	4,292	4,223	4,373	4,339	3,862	3,707	3,910	-4.1	-4.7	+.2
Furniture, home furn. strs.	972	858	814	923	858	928	923	960	990	953	1,010	1,044	1,329	+5.4	-11.7	+7.5
Nondurable goods, total	10,356	9,803	9,358	10,615	10,616	11,228	11,055	11,142	11,730	10,860	11,232	11,776	14,371	+4.8	-5.3	+5.4
Gen. mdse. group stores	1,554	1,561	1,499	1,773	1,850	1,978	1,954	1,841	2,107	1,912	2,038	2,485	3,736	+4.1	+.5	+3.9
Depatment stores	1,362	1,368	1,336	1,577	1,646	1,748	1,735	1,632	1,856	1,684	1,780	2,183	3,297	+2.4	+.4	+2.2
Food stores	3,679	3,375	3,171	3,556	3,503	3,662	3,601	3,685	3,776	3,464	3,607	3,684	4,010	+6.4	-8.3	+7.5
Gasoline service stations	1,071	992	998	1,134	1,172	1,264	1,239	1,258	1,282	1,195	1,188	1,129	1,173	-.6	-7.4	.0
Apparel & accessory strs.	784	744	705	852	878	947	942	920	1,044	946	949	1,159	1,594	+5.5	-5.1	+6.0
Eating & drinking places	1,950	1,855	1,737	2,022	1,900	2,016	2,041	2,106	2,127	2,001	2,035	1,916	2,011	+6.8	-4.9	+8.3
Drug & proprietary stores	632	598	543	575	592	620	610	629	651	614	645	638	933	+10.1	-5.4	+9.4
GAF, total[1]	3,925	3,758	3,647	4,209	4,253	4,588	4,532	4,389	4,900	4,507	4,725	5,526	8,075	+3.0	-4.3	+3.8

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[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Kind of business	1986		1985											Percent change		
														Feb. 1986 from--		2 mos. 1986 from 2 mos. 1985
	Jan.	Feb.[p]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986	
California, total	13,260	12,532	12,047	13,775	13,512	14,576	14,124	14,132	14,784	13,980	14,015	14,445	17,359	+4.0	-5.5	+5.7
Durable goods, total	5,288	4,983	4,878	5,636	5,367	5,957	5,667	5,641	5,860	5,707	5,412	5,345	6,350	+2.2	-5.8	+5.4
Nondurable goods, total	7,972	7,549	7,169	8,139	8,145	8,619	8,457	8,491	8,924	8,273	8,603	9,100	11,009	+5.3	-5.3	+5.9
Department stores	1,070	1,083	1,063	1,239	1,299	1,374	1,372	1,276	1,435	1,314	1,392	1,742	2,626	+1.9	+1.2	+1.3
GAF, total[1]	2,973	2,877	2,812	3,217	3,248	3,526	3,491	3,342	3,699	3,426	3,576	4,239	6,244	+2.3	-3.2	+2.8
Florida, total	6,118	5,903	5,434	6,152	5,909	5,894	5,581	5,677	5,913	5,635	5,907	6,148	7,359	+8.6	-3.5	+8.4
Durable goods, total	2,825	2,703	2,410	2,642	2,583	2,576	2,387	2,502	2,569	2,607	2,643	2,652	3,036	+12.2	-4.3	+11.1
Nondurable goods, total	3,293	3,200	3,024	3,510	3,326	3,318	3,194	3,175	3,344	3,028	3,264	3,496	4,323	+5.8	-2.8	+6.3
Department stores	449	468	458	576	539	561	532	493	576	487	551	665	1,068	+2.2	+4.2	+3.9
GAF, total[1]	1,441	1,425	1,284	1,545	1,447	1,459	1,402	1,348	1,482	1,324	1,492	1,751	2,705	+11.0	-1.1	+11.4
Illinois, total	4,561	4,429	4,216	5,046	5,268	5,608	5,328	5,332	5,490	5,191	5,333	5,425	6,315	+5.1	-2.9	+5.0
Nondurable goods, total	2,965	2,782	2,690	3,157	3,231	3,533	3,374	3,272	3,472	3,269	3,558	3,720	4,363	+3.4	-6.2	+4.4
Department stores	387	386	371	500	517	556	514	476	563	498	561	687	1,027	+4.0	-.3	+4.2
GAF, total[1]	1,038	994	946	1,211	1,258	1,330	1,260	1,174	1,361	1,231	1,341	1,600	2,334	+5.1	-4.2	+7.0
Indiana, total	2,256	2,215	2,229	2,495	2,524	2,759	2,625	2,540	2,745	2,535	2,509	2,567	2,884	-.6	-1.8	.0
Nondurable goods, total	1,538	1,437	1,430	1,653	1,635	1,807	1,681	1,657	1,791	1,610	1,700	1,777	2,066	+.5	-6.6	+1.3
Department stores	174	171	162	231	234	249	231	218	261	220	255	328	489	+5.6	-1.7	+5.5
GAF, total[1]	419	393	364	486	509	518	499	467	560	496	562	670	997	+8.0	-6.2	+8.0
Louisiana, total	1,616	1,524	1,465	1,785	1,777	1,905	1,800	1,771	1,837	1,708	1,667	1,860	2,134	+4.0	-5.7	+3.9
Nondurable goods, total	1,116	1,051	981	1,159	1,169	1,229	1,173	1,177	1,249	1,134	1,164	1,291	1,522	+7.1	-5.8	+6.6
Department stores	133	134	126	180	177	186	171	170	188	157	175	219	328	+6.3	+.8	+3.9
GAF, total[1]	354	338	332	440	423	468	428	415	466	412	436	549	806	+1.8	-4.5	+.6
Maryland, total	2,077	2,021	1,911	2,113	2,267	2,425	2,326	2,299	2,427	2,292	2,317	2,367	2,812	+5.8	-2.7	+4.9
Nondurable goods, total	1,228	1,156	1,168	1,301	1,339	1,431	1,337	1,326	1,440	1,334	1,376	1,468	1,758	-1.0	-5.9	+.4
Department stores	149	170	159	193	210	230	208	185	218	210	229	289	440	+6.9	+14.1	+3.6
GAF, total[1]	436	453	422	506	521	558	523	483	566	520	580	682	1,065	+7.3	+3.9	+5.8
Massachusetts, total	3,336	3,120	2,912	3,304	3,302	3,610	3,551	3,516	3,642	3,594	3,728	3,702	4,249	+7.1	-6.5	+10.6
Nondurable goods, total	2,082	1,929	1,777	2,025	1,965	2,177	2,077	2,112	2,246	2,037	2,272	2,395	2,734	+8.6	-7.3	+9.4
Department stores	193	198	193	248	257	290	265	236	290	261	296	368	552	+2.6	+2.6	+3.2
GAF, total[1]	590	589	566	687	688	769	724	632	805	728	822	988	1,450	+4.1	-.2	+6.9
Michigan, total	3,912	3,782	3,417	4,043	4,246	4,580	4,405	4,404	4,597	4,337	4,417	4,556	5,317	+10.7	-3.3	+9.8
Durable goods, total	1,346	1,356	1,219	1,497	1,674	1,883	1,736	1,773	1,787	1,737	1,654	1,603	1,822	+11.2	+.7	+8.8
Nondurable goods, total	2,566	2,426	2,198	2,546	2,572	2,697	2,669	2,631	2,810	2,600	2,763	2,953	3,495	+10.4	-5.5	+10.3
Department stores	403	380	362	463	488	521	498	466	527	485	538	652	889	+5.0	-5.7	+4.7
GAF, total[1]	971	887	807	1,013	1,070	1,147	1,134	1,133	1,269	1,109	1,246	1,477	2,045	+9.9	-8.7	+10.2
Minnesota, total	2,002	1,885	1,873	2,073	2,276	2,591	2,299	2,219	2,348	2,289	2,370	2,328	2,518	+.6	-5.8	+2.9
Nondurable goods, total	1,177	1,084	1,093	1,205	1,286	1,452	1,286	1,266	1,336	1,253	1,370	1,421	1,626	-.8	-7.9	+1.4
Department stores	161	157	154	198	203	223	207	190	235	208	237	266	391	+1.9	-2.5	+1.3
GAF, total[1]	385	360	329	397	414	440	417	399	484	439	484	556	795	+9.4	-6.5	+10.4
Missouri, total	2,287	2,141	2,123	2,500	2,597	2,761	2,571	2,545	2,738	2,584	2,594	2,649	2,933	+.8	-6.4	+5.0
Nondurable goods, total	1,488	1,363	1,336	1,478	1,526	1,595	1,499	1,504	1,603	1,513	1,650	1,728	2,020	+2.0	-8.4	+4.4
Department stores	203	206	188	249	262	280	260	248	293	252	273	348	512	+9.6	+1.5	+9.4
GAF, total[1]	454	438	416	523	554	580	536	507	592	530	563	687	1,021	+5.3	-3.5	+5.1
New Jersey, total	3,868	3,528	3,286	3,710	3,879	4,171	4,066	4,044	4,146	4,019	4,104	4,238	5,128	+7.4	-8.8	+9.5
Nondurable goods, total	2,393	2,161	2,147	2,385	2,461	2,618	2,574	2,530	2,613	2,450	2,586	2,729	3,347	+.7	-9.7	+1.6
Department stores	227	259	249	299	319	366	336	281	359	334	373	476	737	+4.0	+14.1	+3.4
GAF, total[1]	900	892	856	963	1,002	1,099	1,028	950	1,099	1,022	1,143	1,387	2,034	+4.2	-.9	+5.0
New York, total	7,611	7,015	6,754	7,399	7,717	8,380	7,788	7,758	8,190	7,860	8,183	8,425	9,931	+3.9	-7.8	+6.5
Durable goods, total	2,629	2,438	2,240	2,529	2,748	3,144	2,829	2,849	2,909	2,903	2,842	2,861	3,165	+8.8	-7.3	+14.7
Nondurable goods, total	4,982	4,577	4,514	4,870	4,969	5,236	4,959	4,909	5,281	4,957	5,341	5,564	6,766	+1.4	-8.1	+2.7
Department stores	482	509	521	611	650	751	678	578	709	664	763	926	1,374	-2.3	+5.6	+.6
GAF, total[1]	1,805	1,722	1,627	1,852	1,954	2,209	2,023	1,827	2,173	2,068	2,298	2,676	3,951	+5.8	-4.6	+8.6
North Carolina, total	2,635	2,368	2,336	2,629	2,820	3,059	2,976	3,001	3,140	2,830	2,843	2,895	3,483	+1.4	-10.1	+6.4
Nondurable goods, total	1,544	1,445	1,370	1,502	1,558	1,643	1,606	1,586	1,730	1,566	1,696	1,830	2,262	+5.5	-6.4	+7.6
Department stores	134	130	124	172	194	195	183	171	202	178	188	239	385	+4.8	-3.0	+3.1
GAF, total[1]	497	473	452	564	689	654	621	590	675	591	629	777	1,211	+4.6	-4.8	+4.2
Ohio, total	4,506	4,355	4,011	4,800	5,276	5,409	5,157	5,239	5,367	5,160	5,128	5,164	5,879	+8.6	-3.4	+9.3
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,551	2,559	2,937	3,069	3,187	3,043	3,076	3,221	2,966	3,136	3,283	3,843	-.3	-7.6	+1.6
Department stores	366	366	363	501	534	545	504	477	573	504	566	713	1,063	+.8	.0	+2.1
GAF, total[1]	861	828	777	1,044	1,116	1,130	1,065	1,026	1,186	1,061	1,171	1,422	2,144	+6.6	-3.8	+8.9
Pennsylvania, total	4,822	4,600	4,247	4,989	5,281	5,665	5,399	5,351	5,588	5,295	5,380	5,729	6,619	+8.3	-4.6	+9.5
Durable goods, total	1,602	1,597	1,409	1,700	2,007	2,187	2,017	2,020	2,008	1,978	1,853	1,888	2,004	+13.3	-.3	+14.4
Nondurable goods, total	3,220	3,003	2,838	3,289	3,274	3,478	3,382	3,331	3,580	3,317	3,527	3,841	4,615	+5.8	-6.7	+7.2
Department stores	371	377	384	499	536	578	521	469	573	521	596	785	1,105	-1.8	+1.6	+.1
GAF, total[1]	976	978	993	1,187	1,227	1,300	1,207	1,122	1,331	1,209	1,360	1,681	2,388	-1.5	+.2	-.6
Tennessee, total	2,030	1,943	1,742	2,126	2,160	2,262	2,194	2,274	2,362	2,253	2,317	2,297	2,800	+11.5	-4.3	+12.5
Nondurable goods, total	1,273	1,175	1,101	1,339	1,385	1,425	1,377	1,400	1,469	1,358	1,447	1,524	1,861	+6.7	-7.7	+7.7
Department stores	153	153	141	200	210	215	203	195	225	195	217	284	420	+8.5	.0	+8.9
GAF, total[1]	430	408	366	486	490	534	501	491	580	513	575	709	1,075	+11.5	-5.1	+13.1
Texas, total	7,400	7,074	7,041	8,304	8,436	8,792	8,356	8,351	8,777	8,097	7,919	8,081	9,882	+.5	-4.4	+.5
Durable goods, total	2,644	2,475	2,725	3,203	3,313	3,457	3,231	3,191	3,337	3,145	2,877	2,698	3,236	-9.2	-6.4	-6.1
Nondurable goods, total	4,756	4,599	4,316	5,101	5,123	5,335	5,125	5,160	5,440	4,952	5,042	5,383	6,646	+6.6	-3.3	+4.6
Department stores	611	622	594	774	779	843	773	755	862	744	806	950	1,498	+4.7	+1.8	+5.3
GAF, total[1]	1,768	1,708	1,716	2,094	2,100	2,227	2,035	1,948	2,234	2,033	2,053	2,356	3,723	-.5	-3.4	+.9
Virginia, total	2,550	2,355	2,371	2,744	2,902	2,912	2,800	2,826	2,968	2,756	2,804	2,810	3,310	-.7	-7.6	+2.6
Nondurable goods, total	1,625	1,553	1,550	1,798	1,858	1,848	1,773	1,771	1,851	1,645	1,769	1,839	2,280	+.2	-4.4	+.6
Department stores	157	159	154	199	219	229	211	197	235	214	233	304	460	+3.2	+1.3	+2.6
GAF, total	478	468	452	560	591	613	554	547	629	580	636	788	1,119	+3.5	-2.1	+4.5
Wisconsin, total	1,734	1,605	1,556	1,895	2,037	2,241	2,217	2,096	2,201	2,147	2,158	2,219	2,493	+3.1	-7.4	+5.0
Durable goods, total	570	503	496	692	799	829	855	765	744	790	707	653	813	+1.4	-11.8	+3.4
Nondurable goods, total	1,164	1,102	1,060	1,203	1,238	1,412	1,362	1,331	1,457	1,357	1,451	1,566	1,680	+4.0	-5.3	+5.8
Department stores	150	148	143	190	206	219	194	179	221	193	226	292	410	+3.5	-1.3	+3.8
GAF, total[1]	380	352	341	429	475	504	463	441	524	462	514	620	885	+3.2	-7.4	+5.6

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Kind of business	1986		1985											Percent change		
														Feb. 1986 from--		2 mos. 1986 from 2 mos. 1985
	Jan.	Feb.^{p}	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	3,392	3,349	3,053	3,552	3,707	3,953	3,691	3,832	4,005	3,788	3,932	4,003	4,608	+9.7	-1.3	+9.3
Nondurable goods, total	2,176	2,065	1,952	2,204	2,253	2,435	2,315	2,315	2,502	2,345	2,586	2,718	3,177	+5.8	-5.1	+7.0
Department stores	267	268	266	357	368	393	363	333	399	357	404	479	732	+.8	+.4	+1.1
GAF, total[3]	756	730	694	863	879	941	895	840	996	925	1,003	1,183	1,730	+5.2	-3.4	+6.8
New York, N.Y.-Northeastern N.J.-Southwestern Ct., total	7,755	7,180	6,877	7,497	7,775	8,414	7,966	7,723	7,975	7,866	8,196	8,517	10,244	+4.4	-7.4	+6.8
Nondurable goods, total	5,107	4,687	4,617	4,955	5,047	5,317	5,107	4,867	5,136	4,932	5,325	5,617	6,908	+1.5	-8.2	+3.1
Department stores	472	531	538	605	637	747	673	547	688	660	759	918	1,409	-1.3	+12.5	+1.4
GAF, total[3]	1,919	1,910	1,865	2,061	2,152	2,396	2,224	2,001	2,268	2,195	2,445	2,859	4,177	+2.4	-.5	+3.6
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., Total	1,352	1,297	1,290	1,443	1,392	1,516	1,540	1,508	1,560	1,459	1,413	1,507	1,816	+.5	-4.1	+2.4
Nondurable goods, total	771	732	700	788	791	852	836	833	871	804	846	911	1,119	+4.6	-5.1	+6.5
GAF, Total[2]	319	316	313	356	355	390	400	377	407	382	376	462	692	+1.0	-.9	+1.1
Atlanta, Ga., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[3]	247	261	252	332	332	344	329	300	360	331	354	438	650	+3.6	+5.7	+.4
Baltimore, Md., total	958	917	873	970	1,088	1,152	1,084	1,090	1,150	1,043	1,094	1,155	1,315	+5.0	-4.3	+3.9
Nondurable goods, total	652	612	605	659	699	738	673	679	744	679	739	791	913	+1.2	-6.1	+3.4
GAF, total[2]	200	198	201	238	245	265	244	223	264	244	269	323	502	-1.5	-1.0	+1.3
Boston, Mass[3]., total	2,188	2,038	1,912	2,172	2,192	2,372	2,331	2,302	2,356	2,291	2,435	2,416	2,767	+6.6	-6.9	+9.1
Nondurable goods, total	1,351	1,245	1,153	1,318	1,271	1,414	1,337	1,330	1,415	1,292	1,479	1,536	1,748	+8.0	-7.8	+8.7
GAF, total[2]	399	382	401	483	477	520	488	429	556	511	571	674	980	-4.7	-4.3	-.1
Chicago, Ill., total	3,123	3,097	2,815	3,285	3,395	3,623	3,390	3,525	3,695	3,504	3,629	3,715	4,295	+10.0	-.8	+9.6
Nondurable goods, total	1,968	1,876	1,776	2,009	2,049	2,203	2,103	2,100	2,271	2,140	2,364	2,491	2,926	+5.6	-4.7	+6.7
GAF, total[3]	719	694	661	820	832	890	845	795	939	877	947	1,121	1,636	+5.0	-3.5	+6.6
Cleveland, Ohio, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	495	465	442	513	556	567	530	541	561	527	560	581	710	+5.2	-6.1	+4.7
GAF, total[3]	171	167	157	207	225	226	211	206	241	221	239	290	438	+6.4	-2.3	+6.0
Dallas-Fort Worth, Tex., total	1,824	1,755	1,809	2,116	2,234	2,370	2,147	2,202	2,331	2,115	2,138	2,187	2,506	-3.0	-3.8	-1.9
Nondurable goods, total	1,148	1,072	1,093	1,298	1,317	1,381	1,277	1,295	1,433	1,316	1,316	1,443	1,649	-1.9	-6.6	-.1
GAF, total[2]	450	439	457	575	552	589	537	513	614	618	592	665	988	-3.9	-2.4	-1.1
Detroit, Mich., total	1,943	1,896	1,714	2,016	2,109	2,288	2,175	2,138	2,160	2,048	2,118	2,224	2,682	+10.6	-2.4	+9.8
Nondurable goods, total	1,248	1,241	1,103	1,269	1,266	1,346	1,306	1,258	1,352	1,257	1,328	1,438	1,736	+12.5	-.6	+9.7
GAF, total[3]	495	454	413	515	542	584	590	552	625	552	623	761	1,084	+9.9	-8.3	+10.0
Houston, Tex., total	1,495	1,403	1,394	1,623	1,621	1,720	1,624	1,629	1,725	1,601	1,562	1,651	2,051	+.6	-6.2	+1.9
Nondurable goods, total	958	913	885	998	1,000	1,062	986	1,002	1,074	959	1,004	1,076	1,374	+3.2	-4.7	+3.8
GAF, total[3]	368	366	371	451	451	477	435	426	488	425	447	526	835	-1.3	-.5	-1.2
Kansas City, Mo.-Kans., total	630	574	663	751	758	838	770	727	825	773	718	757	857	-13.4	-8.9	-9.1
Nondurable goods, total	340	311	362	422	400	427	386	363	412	387	385	429	528	-14.1	-8.5	-10.8
GAF, total[2]	166	158	150	184	192	208	194	190	225	195	217	255	395	+5.3	-4.8	+6.2
Los Angeles-Long Beach, Calif., total	3,810	3,663	3,463	4,034	3,914	4,224	4,083	4,094	4,196	4,020	4,018	4,201	5,066	+5.8	-3.9	+5.8
Nondurable goods, total	2,444	2,342	2,201	2,536	2,502	2,611	2,614	2,632	2,674	2,534	2,621	2,764	3,340	+6.4	-4.2	+5.9
GAF, total[2]	985	963	939	1,078	1,091	1,198	1,189	1,119	1,197	1,137	1,178	1,402	2,023	+2.6	-2.2	+2.6
Miami, Fla., total	1,113	1,016	968	1,036	979	1,039	982	972	1,109	1,050	1,146	1,177	1,374	+5.0	-8.7	+8.7
Nondurable goods, total	550	533	487	551	538	550	530	540	593	574	612	609	730	+9.4	-3.1	+9.4
GAF, total[3]	270	267	252	287	278	301	292	284	336	282	315	347	516	+6.0	-1.1	+7.8
Milwaukee, Wis., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[3]	144	134	129	168	178	178	161	155	178	163	191	230	322	+3.9	-6.9	+6.1
Minneapolis-St. Paul, Minn.-Wis., Total	1,294	1,201	1,179	1,333	1,490	1,685	1,467	1,370	1,504	1,456	1,487	1,502	1,618	+1.9	-7.2	+5.4
Nondurable goods,total	745	671	710	801	859	975	877	805	867	832	900	940	1,068	-5.5	-9.9	-1.9
GAF, total[3]	259	250	233	283	297	312	298	280	338	305	336	378	542	+7.3	-3.5	+7.4
Nassau-Suffolk, N.Y., total	1,684	1,498	1,454	1,499	1,592	1,769	1,595	1,589	1,627	1,508	1,621	1,774	2,148	+3.0	-11.0	+6.7
Nondurable goods, total	1,029	893	899	911	917	958	886	858	945	843	936	1,043	1,328	-.7	-13.2	+2.0
GAF, total	362	357	350	386	397	439	415	372	418	380	427	532	852	+2.0	-1.4	+2.1
New York, N.Y.,-.J., total	3,673	3,430	3,407	3,718	3,826	4,041	3,851	3,632	3,797	3,792	3,971	3,993	4,872	+.7	-6.6	+3.2
Nondurable goods, total	2,548	2,392	2,338	2,520	2,583	2,725	2,622	2,470	2,596	2,559	2,754	2,827	3,446	+2.3	-6.1	+3.3
GAF, total[3]	1,005	994	990	1,087	1,131	1,258	1,152	1,019	1,170	1,176	1,310	1,443	2,068	+.4	-1.1	+1.8

See footnotes at end of table.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, adjusted for seasonal variations, holiday, or trading-day differences)

Kind of business	1986		1985											Percent change		
														Feb. 1986 from--		2 mos. 1986 from 2 mos. 1985
	Jan.	Feb.[p]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	860	795	765	859	880	890	887	886	901	896	920	949	1,155	+3.9	-7.6	+6.3
Nondurable goods, total	617	561	564	619	625	627	633	608	625	615	653	675	839	-.5	-9.1	+1.7
GAF, total[2]	199	198	202	220	236	250	231	213	236	230	260	296	416	-2.0	-.5	+1.3
Philadelphia, Pa.-N.J., total	2,232	2,109	1,748	2,033	2,148	2,292	2,235	2,209	2,345	2,273	2,365	2,559	3,183	+20.7	-5.5	+21.6
Nondurable goods, total	1,388	1,284	1,169	1,375	1,348	1,449	1,430	1,365	1,467	1,405	1,499	1,656	2,046	+9.8	-7.5	+10.0
GAF, total[2]	505	510	483	565	583	623	591	522	615	586	657	790	1,253	+5.6	+1.0	+6.2
Pittsburgh, Pa., total	848	826	774	900	1,055	1,132	1,027	983	1,016	938	938	999	1,186	+6.7	-2.6	+9.3
Nondurable goods, total	562	532	524	585	605	650	607	612	660	581	622	691	834	+1.5	-5.3	+5.0
GAF, total[2]	200	206	209	250	255	276	248	234	286	250	277	363	504	-1.4	+3.0	+1.5
St. Louis, Mo.-Ill., total	1,119	1,074	1,040	1,233	1,289	1,343	1,218	1,174	1,285	1,237	1,282	1,310	1,509	+3.3	-4.0	+7.0
Nondurable goods, total	769	723	631	736	787	823	787	759	804	778	876	922	1,104	+14.6	-6.0	+15.7
GAF, total[2]	241	241	242	312	323	339	308	281	317	291	307	376	562	-.4	.0	-2.4
San Diego, Calif., total	1,014	983	889	962	1,002	1,086	1,026	1,040	1,126	1,081	1,057	1,113	1,364	+10.6	-3.1	+11.1
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	264	261	243	275	276	292	288	290	318	292	308	356	530	+7.4	-1.1	+5.0
San Francisco-Oakland, Calif., total	2,001	1,868	1,861	2,104	2,062	2,230	2,131	2,218	2,355	2,194	2,244	2,345	2,754	+.4	-6.6	+2.0
Nondurable goods, total	1,311	1,240	1,202	1,310	1,334	1,443	1,392	1,394	1,510	1,365	1,449	1,554	1,841	+3.2	-5.4	+4.5
GAF, total[2]	450	433	428	489	500	531	526	505	577	524	562	667	984	+1.2	-3.8	+.5
Washington, D.C.-Md.-Va., total	1,901	1,829	1,798	1,995	2,108	2,195	2,073	2,065	2,194	2,056	2,049	2,009	2,437	+1.7	-3.8	+3.7
Nondurable goods, total	990	953	950	1,096	1,150	1,190	1,110	1,096	1,142	1,010	1,087	1,128	1,411	+.3	-3.7	+.2
GAF, total[2]	401	397	390	460	473	491	456	434	501	479	529	597	920	+1.8	-1.0	+3.1
CITIES																
Chicago, Ill., total	919	896	845	961	1,002	1,045	1,012	1,100	1,134	1,052	1,116	1,106	1,213	+6.0	-2.5	+6.1
Nondurable goods, total	687	654	643	743	763	806	786	780	841	808	865	915	995	+1.7	-4.8	+3.0
Department stores	68	68	69	93	95	98	92	83	101	92	105	124	179	-1.4	.0	-.7
GAF, total[2]	201	192	185	227	236	254	241	221	264	242	256	303	418	+3.8	-4.5	+7.1
Los Angeles, Calif., total	1,210	1,128	1,130	1,285	1,252	1,390	1,316	1,362	1,420	1,345	1,377	1,417	1,645	-.2	-6.8	+3.0
Nondurable goods, total	771	727	740	836	808	897	880	897	923	864	908	966	1,121	-1.8	-5.7	-.9
Department stores	107	106	112	128	133	139	140	125	136	131	137	169	243	-5.4	-.9	-3.2
GAF, total[2]	347	328	347	380	384	446	430	398	432	412	427	498	673	-5.5	-5.5	-.9
New York, N.Y., total	2,578	2,439	2,254	2,417	2,455	2,593	2,472	2,338	2,464	2,490	2,703	2,719	3,364	+8.2	-5.4	+10.1
Nondurable goods, total	1,886	1,773	1,628	1,763	1,774	1,869	1,803	1,718	1,829	1,831	1,987	2,029	2,459	+8.9	-6.0	+10.0
Department stores	154	171	175	191	196	232	200	159	198	206	244	271	405	-2.3	+11.0	+.3
GAF, total[2]	727	720	691	765	791	882	809	712	810	837	928	1,006	1,422	+4.2	-1.0	+5.5
Philadelphia, Pa., total	547	511	435	490	506	535	523	520	524	509	580	616	743	+17.5	-6.6	+16.8
Nondurable goods. total	477	442	358	408	418	440	426	428	437	428	486	511	601	+23.5	-7.3	+21.2
Department stores	31	29	30	38	40	45	40	36	39	40	47	56	84	-3.3	-6.5	.0
GAF, total[2]	122	118	133	154	161	168	153	141	146	146	164	179	270	-11.3	-3.3	-8.0

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Sampling variabilities are shown in table B-5.

Table 8. **Department Stores Sales in Selected Areas**

(Data not adjusted for seasonal variations, holiday, or trading-day differences)

Area	1986		1985											Percent change		
														Feb. 1986 from--		2 mos. 1986 from 2 mos. 1985
	Jan.	Feb.[p]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986	
	Data in millions of dollars															
U.S. Total Department Stores	7,954	8,058	7,769	9,984	10,408	11,171	10,447	[r]9,717	11,436	10,154	11,216	13,910	20,903	+3.7	+1.3	+4.0
Total of Selected Areas	5,287	5,398	5,298	6,698	6,925	7,445	6,964	[r]6,384	[r]7,512	[r]6,785	[r]7,496	[r]9,258	[r]14,038	+1.9	+2.1	+2.4
Standard Metropolitan Statistical Areas[1]	Data in thousands of dollars															
Akron, OH	22,457	22,333	22,553	30,255	33,068	33,516	30,784	28,585	35,736	31,295	34,008	44,592	66,136	-1.0	-0.6	+1.2
Albany-Schenectady-Troy, NY	24,456	25,850	25,694	30,760	34,699	39,770	36,078	32,579	40,951	35,493	39,501	51,465	74,422	+0.6	+5.7	+1.8
Albuquerque, NM	19,267	19,408	18,853	23,845	25,166	27,394	24,988	[r]26,634	[r]29,680	[r]24,784	[r]28,014	[r]31,997	[r]48,231	+2.9	+0.7	+3.9
Allentown-Bethlehem-Easton, PA-NJ.	21,104	22,797	22,846	28,104	29,689	32,611	30,059	26,140	32,154	28,837	33,939	45,417	66,015	-0.2	+8.0	-0.5
Anaheim-Santa Ana-Garden Grove, CA	108,189	110,786	109,392	127,712	130,706	139,515	141,231	129,145	137,420	131,966	140,349	178,962	275,746	+1.3	+2.4	+1.1
Atlanta, GA	110,548	120,421	113,198	156,337	155,468	162,497	156,443	140,109	175,200	153,651	165,429	206,816	319,423	+6.4	+8.9	+4.8
Austin, TX	28,606	30,248	29,360	38,008	38,016	41,640	37,906	36,322	42,610	36,586	39,164	45,799	71,721	+3.0	+5.7	+5.8
Bakersfield, CA	13,383	13,901	13,773	16,644	18,707	18,746	18,927	17,438	20,227	17,524	17,980	22,375	33,510	+0.9	+3.9	-1.9
Baltimore, MD	67,245	69,875	74,297	89,482	95,478	105,008	94,886	82,329	98,368	94,643	104,683	135,726	207,218	-6.0	+3.9	-2.8
Baton Rouge, LA	20,877	21,244	20,991	29,160	27,755	29,969	28,001	26,900	29,446	24,083	26,678	34,488	52,758	+1.2	+1.8	-1.6
Birmingham, AL	26,328	27,155	24,078	34,644	36,160	37,189	35,567	31,949	[2]37,968	33,199	34,736	45,189	67,938	+12.8	+3.1	+12.9
Boston, MA	98,040	102,918	102,123	131,170	130,858	149,854	134,401	116,017	146,713	136,352	155,191	[2]188,412	[2]287,743	+0.8	+5.0	+0.7
Bridgeport, CT	15,167	15,417	15,477	19,985	20,080	24,022	22,120	19,239	[2]23,179	[2]20,088	[2]23,034	[2]30,902	[2]48,341	-0.4	+1.6	+3.7
Buffalo, NY	38,345	35,904	35,886	48,858	52,938	59,287	51,701	48,478	59,642	53,340	61,074	76,805	106,68[illegible]	+0.1	-6.4	+6.1
Canton, OH	14,354	13,792	13,769	19,177	20,947	20,934	19,179	18,042	22,781	19,394	21,681	29,312	43,43[illegible]	+0.2	-3.9	+1.9
Charleston- North Charleston, SC	12,843	12,955	11,734	16,290	18,005	18,891	17,981	16,739	19,076	15,878	17,258	21,634	34,87[illegible]	+10.4	+0.9	+8.4
Charlotte-Gastonia, NC	20,794	21,628	20,680	29,676	31,702	32,465	30,127	27,674	33,716	29,703	30,622	40,203	66,24[illegible]	+4.6	+4.0	+1.6
Chattanooga, TN-GA	13,550	13,785	13,255	18,890	19,492	20,366	18,783	18,071	20,964	18,705	20,343	25,737	39,26[illegible]	+4.0	+1.7	+2.3
Chicago, IL	249,017	244,166	248,895	331,916	341,572	364,385	336,917	308,995	368,976	333,097	375,655	442,919	677,98[illegible]	-1.9	-1.9	-0.2
Cincinnati, OH-KY-IN	60,452	62,450	59,108	84,040	85,434	87,298	83,771	76,975	90,173	79,074	94,203	114,265	171,60[illegible]	+5.7	+3.3	+6.5
Cleveland, OH	68,336	67,636	68,591	94,766	107,684	104,649	95,884	89,678	104,274	99,278	107,703	130,881	199,63[illegible]	-1.4	-1.0	-2.2
Columbia, SC	14,954	14,990	13,894	19,960	20,728	22,747	20,191	18,788	22,331	19,260	19,905	26,194	43,56[illegible]	+7.9	+0.2	+5.5
Columbus, OH	41,404	41,530	42,255	57,654	57,738	60,790	56,377	54,288	66,051	55,757	64,189	79,668	122,35[illegible]	-1.7	+0.3	+4.0
Dallas-Fort Worth, TX	167,750	168,579	160,341	209,702	210,461	228,647	206,846	201,082	225,847	210,291	227,904	274,967	430,33[illegible]	+5.1	+0.5	+6.3
Davenport-Rock Island-Moline,IA-IL	14,630	[2]14,340	14,734	19,606	20,505	21,998	19,756	18,570	21,978	19,298	20,742	26,546	39,06[illegible]	-2.7	-2.0	-0.9
Dayton, OH	31,672	32,919	31,755	43,643	46,827	48,009	42,974	41,122	49,097	43,497	50,663	60,521	93,88[illegible]	+3.7	+3.9	+4.8
Denver-Boulder, CO	74,354	73,186	73,058	90,337	94,326	104,660	96,412	90,089	102,444	95,643	102,079	120,790	191,81[illegible]	+0.2	-1.6	[illegible]
Detroit, MI	178,478	172,999	162,179	210,580	220,486	233,828	226,075	207,411	238,765	219,316	249,456	306,310	431,52[illegible]	+6.7	-3.1	+5.7
El Paso, TX	19,755	19,517	18,813	24,127	25,481	27,353	24,528	23,784	28,024	25,218	26,560	29,228	45,99[illegible]	+3.7	-1.2	+3.3
Flint, MI	28,785	27,659	27,455	35,177	37,091	39,162	37,507	34,727	39,142	34,700	39,391	48,109	63,86[illegible]	+0.7	-3.9	[illegible]
Fort Lauderdale-Hollywood, FL	51,663	52,448	53,564	64,936	59,761	61,722	57,458	53,036	65,139	53,688	61,316	71,297	119,99[illegible]	-2.1	+1.5	-0.3
Fresno, CA	19,134	19,762	19,308	22,658	24,247	25,434	24,929	23,027	29,964	24,827	25,300	32,073	48,45[illegible]	+2.4	+3.3	+1.5
Gary-Hammond-East Chicago, IN	19,257	18,496	18,269	26,063	27,103	28,765	26,587	24,623	30,499	25,858	28,943	35,304	54,79[illegible]	+1.2	-4.0	+2.4
Grand Rapids, MI	46,845	42,614	38,657	48,094	51,187	53,869	51,558	49,725	54,683	52,290	55,266	66,509	82,25[illegible]	+10.2	-9.0	+11.5
Greensboro-Winst-Salem-High Pt.,NC	24,662	23,438	22,981	32,375	35,714	35,462	33,701	30,966	36,701	32,438	34,907	44,558	70,50[illegible]	+2.0	-5.0	+2.0
Greenville-Spartanburg, SC	[2]18,584	17,820	16,696	23,962	26,014	26,547	25,443	23,377	27,532	23,819	26,356	32,996	51,56[illegible]	+6.7	-4.1	+6.2
Harrisburg, PA	17,335	17,500	16,537	22,245	24,216	25,512	23,220	21,120	25,287	25,597	29,137	37,827	52,54[illegible]	+5.8	+1.0	+4.7
Hartford, CT	30,314	30,851	29,927	37,802	40,602	44,458	41,104	35,448	44,274	38,983	44,010	57,448	88,51[illegible]	+3.1	+1.8	+4.1
Honolulu, HI	39,482	36,504	35,709	46,190	39,554	44,394	41,551	48,359	47,074	[2]39,409	44,506	48,649	76,45[illegible]	+2.2	-7.5	+4.6
Houston, TX	134,353	141,711	138,301	176,612	177,893	192,138	178,122	169,949	194,991	163,249	176,876	205,507	343,73[illegible]	+2.5	+5.5	-0.5
Indianapolis, IN	50,819	51,054	48,166	68,396	67,936	72,608	67,115	62,633	74,734	63,818	75,153	97,623	147,56[illegible]	+6.0	+0.5	+6.9
Jacksonville, FL	22,180	23,542	23,839	32,212	31,709	34,208	33,585	31,943	35,620	31,119	33,094	37,216	62,03[illegible]	-1.3	+6.1	-3.4
Jersey City, NJ	5,522	5,529	5,777	6,784	7,790	9,036	8,202	7,764	8,059	[2]7,425	[2]8,208	[2]10,040	[2]15,90[illegible]	-4.3	+0.1	-2.9
Johnson City-Kingsport-Bris.,TN-VA	14,575	14,055	13,202	19,410	20,197	20,550	19,341	19,004	[2]21,841	18,459	20,910	27,466	40,39[illegible]	+6.5	-3.6	+4.5
Kansas City, MO-KS	65,452	63,150	62,259	80,881	84,834	93,733	85,434	81,914	97,483	81,943	85,547	112,141	169,01[illegible]	+1.4	-3.5	+4.1
Knoxville, TN	21,167	20,595	19,907	28,477	28,698	30,173	27,913	27,272	30,968	27,711	30,178	40,307	59,55[illegible]	+3.5	-2.7	+4.0
Lansing-East Lansing, MI	31,380	28,413	26,562	33,177	34,442	36,822	34,852	32,416	35,730	34,012	37,963	44,249	56,32[illegible]	+7.0	-9.5	+6.9
Las Vegas, NV	29,290	30,385	27,802	33,122	35,861	37,530	33,868	31,797	37,309	33,307	37,092	46,132	69,65[illegible]	+9.3	+3.7	+7.3
Little Rock-North Little Rock, AR.	21,311	[2]21,492	20,594	28,696	28,415	32,336	29,600	27,149	[2]31,393	26,158	27,836	35,471	56,86[illegible]	+4.4	+0.8	+4.1
Long Branch-Asbury Park, NJ	18,292	21,300	19,672	24,530	26,638	30,018	28,422	23,269	31,460	27,733	30,393	39,506	62,59[illegible]	+8.3	+16.4	+6.4
Los Angeles-Long Beach, CA	337,310	339,755	338,076	394,716	410,111	432,576	439,591	400,806	433,953	410,009	428,398	539,828	808,79[illegible]	+0.5	+0.7	+0.3
Louisville, KY-IN	35,414	36,386	34,788	48,720	50,632	50,972	48,167	45,286	52,464	46,527	53,160	69,419	103,10[illegible]	+4.6	+2.7	+4.9
Memphis, TN-AR-MS	33,295	34,689	33,068	44,796	45,803	47,956	45,028	42,927	47,830	42,018	46,519	60,709	92,87[illegible]	+4.9	+4.2	+6.9
Miami, FL	72,078	75,148	80,880	96,376	91,319	99,192	96,047	87,464	109,496	87,412	97,347	107,208	173,18[illegible]	-7.1	+4.3	-5.7
Milwaukee, WI	56,342	55,710	54,586	76,731	79,785	79,626	71,720	67,445	82,101	71,335	88,210	111,585	154,29[illegible]	+2.1	-1.1	+2.9
Minneapolis-St. Paul, MN-WI	124,363	121,656	124,404	155,354	157,761	171,461	159,460	145,458	180,035	160,096	185,385	203,418	290,04[illegible]	-2.2	-2.2	-1.0
Mobile, AL	13,658	14,417	12,035	17,759	17,508	18,768	17,520	16,556	17,204	17,600	17,792	23,534	37,46[illegible]	+19.8	+5.6	+11.2
Nashville-Davidson, TN	36,396	35,604	32,462	48,135	49,852	50,536	48,031	45,537	[2]54,332	47,371	52,909	70,236	103,31[illegible]	+9.7	-2.2	+12.2
Nassau-Suffolk, NY	94,251	104,991	105,547	120,083	128,707	152,529	142,685	116,740	143,411	130,050	151,841	190,605	294,02[illegible]	-0.5	+11.4	+2.2
New Bruns.-Perth Amboy-Sayre., NJ.	26,526	32,048	30,590	36,830	38,162	44,271	40,283	32,252	41,857	40,111	43,439	58,841	90,58[illegible]	+4.8	+20.8	+4.5
New Haven-West Haven, CT	14,582	15,163	15,216	17,719	19,902	22,303	20,926	18,007	22,450	18,467	20,824	26,913	40,04[illegible]	-0.4	+4.1	+2.5
New Orleans, LA	37,246	37,832	36,888	54,062	50,759	52,443	48,713	46,853	51,698	44,848	52,869	64,785	99,67[illegible]	+2.6	+1.6	-1.1
New York, NY-NJ	239,463	257,323	266,373	296,424	307,698	362,624	318,781	254,936	322,422	321,232	374,792	428,707	662,51[illegible]	-3.4	+7.5	+1.0
Newark, NJ	46,181	52,868	52,866	61,615	65,034	74,827	67,130	55,299	72,189	66,829	75,170	93,963	147,71[illegible]	+0.0	+14.5	+0.8
Norfolk-Va.Beach-Portsmouth, VA-NC	24,973	24,753	23,013	31,083	34,515	35,500	33,321	31,248	37,076	32,502	35,653	47,488	70,72[illegible]	+7.6	-0.9	+4.9
Northeast Pennsylvania	20,792	22,434	21,425	28,492	31,184	34,100	31,120	29,517	34,943	30,509	35,142	47,950	64,79[illegible]	+4.7	+7.9	+2.6
Oklahoma City, OK	34,212	33,770	32,487	42,796	42,822	48,664	43,744	42,270	[2]47,396	41,122	44,887	54,327	86,46[illegible]	+3.9	-1.3	+4.3
Omaha, NE-IA	25,906	25,500	25,937	33,946	34,407	38,655	34,291	32,962	38,696	32,794	35,689	45,297	70,51[illegible]	-1.7	-1.6	-0.8
Orlando, FL	33,433	35,171	35,366	45,863	43,976	46,328	46,576	40,827	46,934	39,171	45,477	53,660	83,93[illegible]	-0.6	+5.2	-1.3
Oxnard-Simi Valley-Ventura, CA	[2]26,032	[2]26,313	27,042	31,359	32,755	34,938	36,117	32,864	36,344	33,201	33,648	44,680	67,13[illegible]	-2.7	+1.1	-2.2
Paterson-Clifton-Passaic, NJ	16,454	20,767	20,221	23,063	25,046	28,746	26,457	21,830	27,781	26,525	29,172	38,265	67,79[illegible]	+2.7	+26.2	+3.4
Philadelphia, PA-NJ	153,224	162,113	160,623	205,188	213,411	240,453	217,725	184,673	224,901	218,730	248,135	311,003	484,98[illegible]	+0.9	+5.8	[illegible]
Phoenix, AZ	80,392	84,320	78,002	97,087	94,440	98,801	89,209	81,219	92,107	85,563	99,078	124,209	195,49[illegible]	+8.1	+4.9	+8.4
Pittsburgh, PA	85,260	86,058	90,873	119,807	129,237	133,053	119,746	110,641	136,334	120,710	136,539	188,142	255,98[illegible]	-5.3	+0.9	[illegible]
Portland, OR-WA	70,200	67,864	66,698	78,936	82,974	89,968	87,317	83,384	97,035	88,960	89,928	104,925	156,46[illegible]	+1.7	-3.3	-3.6

See footnotes at end of table.

Table 8. Department Stores Sales in Selected Areas—Continued

(Data not adjusted for seasonal variations, holiday, or trading-day differences)

Area	1986		1985											Percent change		
														Feb. 1986 from--		2 mo 1986 from 2 mo 1985
	Jan.	Feb.[p]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986	
	Data in thousands of dollars															
Standard Metropolitan Statistical Areas[1]																
Providence-Warwick-Pawtucket,RI-MA	[3]29,234	(S)	[3]30,072	[3]38,809	[3]40,580	[3]44,713	[3]40,854	[3]35,931	[3]43,275	[3]39,095	[3]44,657	[3]56,085	[3]86,429	-2.0	+0.8	-0.7
Raleigh-Durham, NC	[2]21,973	[2]21,033	19,387	27,004	30,051	30,398	28,681	26,747	31,281	[2]28,434	[2]30,202	[2]38,596	[2]60,774	+8.5	-4.3	+6.7
Richmond, VA	19,910	20,943	21,615	28,522	30,149	32,611	28,699	26,542	32,562	29,380	32,359	42,472	62,672	-3.1	+5.2	-2.8
Riverside-San Bernadino-Ontario,CA	84,599	[2]85,728	80,720	94,746	98,080	102,867	99,928	92,575	100,211	95,840	104,121	133,726	199,844	+6.2	+1.3	+6.7
Rochester, NY	28,960	28,476	28,927	39,481	41,206	45,172	41,074	36,241	43,975	40,209	44,857	58,298	82,519	-1.6	-1.7	-1.0
Sacramento, CA	[2]47,907	[2]50,195	47,733	54,787	58,863	61,429	61,156	56,440	67,749	60,700	64,956	81,955	[2]120,526	+5.2	+4.8	+3.6
St. Louis, MO-IL	112,781	113,963	110,090	145,556	149,679	158,646	146,934	137,715	164,208	143,899	153,744	199,671	298,915	+3.5	+1.0	+4.0
Salt Lake City-Ogden, UT	33,376	35,252	32,772	38,914	43,837	46,439	44,647	43,602	52,617	44,301	46,983	63,816	90,867	+7.6	+5.6	+7.3
San Antonio, TX	45,478	47,595	47,083	61,379	59,409	66,664	60,468	61,933	68,668	56,716	62,823	71,459	115,856	+1.1	+4.7	+2.1
San Diego, CA	97,930	[2]101,606	92,276	109,274	112,524	117,771	118,925	114,779	125,006	115,573	119,190	147,949	224,740	+10.1	+3.8	+7.3
San Francisco-Oakland, CA	154,730	158,786	151,384	175,526	185,328	196,820	191,716	185,183	213,437	190,127	208,980	250,779	[2]379,801	+4.9	+2.6	+2.0
San Jose, CA	67,016	[2]70,260	69,480	79,512	84,329	89,734	88,242	80,171	96,173	86,482	91,896	110,968	[2]169,017	+1.1	+4.8	-0.9
Seattle-Everett, WA	63,947	63,570	62,643	77,540	82,572	86,103	82,406	77,153	96,290	85,374	91,052	102,818	159,400	+1.5	-0.6	+3.8
Springfield-Chicopee-Holyoke,MA-CT	19,944	19,764	19,060	24,990	26,563	28,777	26,536	24,301	29,695	25,866	28,658	37,869	56,187	+3.7	-0.9	+5.2
Syracuse, NY	16,352	16,092	16,847	22,818	24,360	27,692	24,758	22,282	26,707	24,702	25,888	35,796	48,629	-4.5	-1.6	-3.8
Tacoma, WA	18,252	17,472	17,559	21,330	22,526	24,178	23,213	21,546	27,124	22,980	23,921	27,436	44,275	-0.5	-4.3	+4.0
Tampa-St. Petersburg, FL	76,545	80,879	77,044	98,327	93,027	95,408	87,427	80,353	93,618	81,848	93,420	120,403	185,660	+5.0	+5.7	+3.6
Toledo, OH-MI	29,728	27,686	28,512	38,775	42,198	42,147	38,715	38,116	46,101	42,853	43,572	57,300	85,580	-2.9	-6.9	+0.9
Tucson, AZ	26,716	27,587	25,984	32,530	31,989	33,298	30,707	28,936	33,542	30,030	32,500	40,254	63,405	+6.2	+3.3	+5.2
Tulsa, OK	26,811	26,546	24,788	33,987	34,357	37,853	35,585	33,443	[2]37,985	31,400	34,128	41,695	64,465	+7.1	-1.0	+6.7
Washington, DC-MD-VA	129,593	135,775	134,584	180,947	178,119	190,213	170,358	165,188	180,756	176,422	188,473	232,203	359,932	+0.9	+4.8	+0.8
West Palm Beach-Boca Raton, FL	34,631	36,150	34,281	42,189	37,013	37,598	34,817	31,463	37,348	38,959	37,544	46,746	75,538	+5.4	+4.4	+5.8
Wichita, KS	18,625	17,783	18,098	23,239	24,412	25,730	23,926	23,011	26,639	22,924	23,959	29,984	47,575	-1.7	-4.5	-0.1
Wilmington, DE-NJ-MD	20,478	23,115	22,334	28,339	29,782	32,446	30,166	25,510	33,770	30,036	34,697	44,688	67,319	+3.5	+12.9	+3.2
Youngstown-Warren, OH	17,189	18,385	18,770	25,277	26,408	27,283	24,935	23,593	28,847	24,504	28,372	37,986	53,946	-2.0	+7.0	-0.8

[p] Preliminary estimates. [2] Revised. S Data does not meet publication standards because of inadequate response.

[1] For definitions of standard metropolitan statistical areas, see appendix D. [3] Data are shown even though response is below the usual standard for publication.

NOTE: The data shown in table 8 were funded, in part, by a consortium of retail firms organized by the National Retail Merchants Association.

Table 8A. Number of Department Stores in Selected Areas

Standard metropolitan statistical areas[2]	Number of stores			Standard metropolitan statistical areas[2]	Number of stores			Standard metropolitan statistical areas[2]	Number of stores		
	Jan. 1986	Feb. 1986	Feb. 1985		Jan. 1986	Feb. 1986	Feb. 1985		Jan. 1986	Feb. 1986	Feb. 1985
Akron, OH	33	33	33	Greenville-Spartanburg, SC	33	33	33	Paterson-Clifton-Passaic, NJ	113	113	113
Albany-Schenectady-Troy, NY	42	42	40	Harrisburg, PA	25	25	24	Philadelphia, PA-NJ	181	181	185
Albuquerque, NM	[1]18	18	18	Hartford, CT	40	40	40	Phoenix, AZ	64	63	63
Allentown-Bethlehem-Easton, PA-NJ	31	31	31	Honolulu, HI	22	22	22	Pittsburgh, PA	114	109	116
Anaheim-Santa Ana-Garden Grove, CA	79	79	77	Houston, TX	134	136	133	Portland, OR-WA	60	59	61
Atlanta, GA	107	106	106	Indianapolis, IN	69	69	68	Providence-Warwick-Pawtucket,RI-MA	32	32	30
Austin, TX	25	25	25	Jacksonville, FL	29	29	33	Raleigh-Durham, NC	29	28	28
Bakersfield, CA	15	15	15	Jersey City, NJ	7	6	7	Richmond, VA	28	28	28
Baltimore, MD	99	98	95	Johnson City-Kingsport-Bris.,TN-VA	29	29	30	Riverside-San Bernadino-Ontario,CA	71	71	71
Baton Rouge, LA	23	23	22	Kansas City, MO-KS	69	69	71	Rochester, NY	46	46	46
Birmingham, AL	34	37	34	Knoxville, TN	38	38	39	Sacramento, CA	34	34	34
Boston, MA	93	93	93	Lansing-East Lansing, MI	18	18	17	St. Louis, MO-IL	109	109	107
Bridgeport, CT	19	19	19	Las Vegas, NV	30	30	30	Salt Lake City-Ogden, UT	44	44	43
Buffalo, NY	63	63	61	Little Rock-North Little Rock, AR	26	26	32	San Antonio, TX	50	50	45
Canton, OH	22	22	22	Long Branch-Asbury Park, NJ	19	19	19	San Diego, CA	81	82	78
Charleston- North Charleston, SC	24	24	22	Los Angeles-Long Beach, CA	238	237	229	San Francisco-Oakland, CA	90	90	89
Charlotte-Gastonia, NC	31	31	31	Louisville, KY-IN	49	49	47	San Jose, CA	41	41	40
Chattanooga, TN-GA	26	26	26	Memphis, TN-AR-MS	36	36	35	Seattle-Everett, WA	50	49	49
Chicago, IL	225	225	224	Miami, FL	60	59	65	Springfield-Chicopee-Holyoke,MA-CT	38	38	36
Cincinnati, OH-KY-IN	72	72	72	Milwaukee, WI	62	62	61	Syracuse, NY	35	35	35
Cleveland, OH	92	92	93	Minneapolis-St. Paul, MN-WI	79	79	83	Tacoma, WA	15	15	15
Columbia, SC	19	19	18	Mobile, AL	16	17	15	Tampa-St. Petersburg, FL	97	96	95
Columbus, OH	44	44	42	Nashville-Davidson, TN	53	52	53	Toledo, OH-MI	48	48	47
Dallas-Fort Worth, TX	177	174	171	Nassau-Suffolk, NY	84	84	82	Tucson, AZ	25	25	25
Davenport-Rock Island-Moline,IA-IL	23	23	23	New Bruns.-Perth Amboy-Sayre., NJ	19	19	18	Tulsa, OK	33	33	32
Dayton, OH	44	44	43	New Haven-West Haven, CT	19	19	18	Washington, DC-MD-VA	108	108	104
Denver-Boulder, CO	71	72	70	New Orleans, LA	44	44	39	West Palm Beach-Boca Raton, FL	31	31	31
Detroit, MI	119	119	117	New York, NY-NJ	93	93	82	Wichita, KS	22	22	22
El Paso, TX	21	21	21	Newark, NJ	38	38	38	Wilmington, DE-NJ-MD	26	26	26
Flint, MI	21	21	21	Norfolk-Va.Beach-Portsmouth, VA-NC	38	38	36	Youngstown-Warren, OH	28	28	28
Fort Lauderdale-Hollywood, FL	55	54	56	Northeast Pennsylvania	38	38	35				
Fresno, CA	18	18	18	Oklahoma City, OK	41	41	41				
Gary-Hammond-East Chicago, IN	25	25	24	Omaha, NE-IA	39	36	36				
Grand Rapids, MI	29	29	29	Orlando, FL	35	35	36				
Greensboro-Winston-Salem-High Pt.,NC	42	42	42	Oxnard-Simi Valley-Ventura, CA	23	23	24				

[1] Revised.

[2] For definitions of standard metropolitan statistical areas, see appendix D.

NOTE: The data shown in table 8A were funded, in part, by a consortium of retail firms organized by the National Retail Merchants Association.

Figure 5. Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – February 1986

(Seasonally Adjusted)

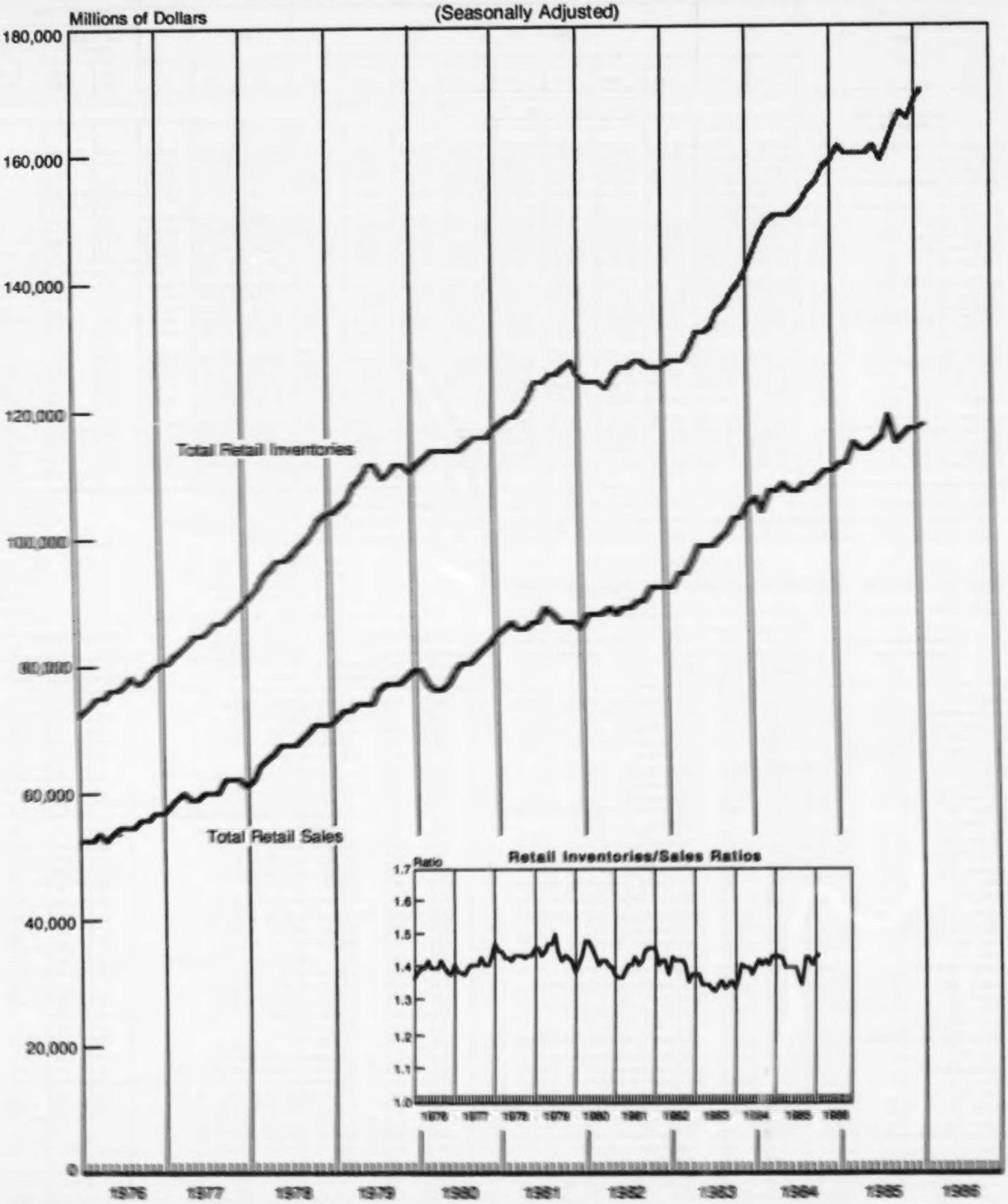

Table 9. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986		1985											Percent change in total inventory Feb. 1986 from--	
		Jan.	Feb.[P]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1985	Jan. 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,173	157,248	159,904	160,920	159,751	158,461	157,952	156,747	161,329	171,829	175,337	160,372	+6.3	+3.3
	Total (ex. auto. group)	117,752	120,711	116,860	119,449	120,529	119,899	118,565	120,296	122,529	126,785	133,503	134,044	117,968	+3.3	+2.5
	Durable goods, total	84,120	87,113	79,474	80,549	80,906	80,427	80,059	77,999	75,224	76,126	81,529	84,310	81,979	+9.6	+3.6
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	14,005	12,826	13,304	13,415	13,514	13,272	13,371	13,517	13,559	13,749	13,584	13,176	+9.2	+3.4
55 ex. 554	Automotive dealers	44,113	46,462	40,386	40,455	40,391	39,852	39,896	37,656	34,218	34,544	38,326	41,293	42,404	+15.0	+5.3
57	Furniture, home furnishings, equipment stores	12,593	12,605	11,843	12,190	12,396	12,452	12,497	12,342	12,502	12,734	13,423	13,704	12,749	+6.4	+.1
	Nondurable goods, total	77,745	80,060	77,774	79,355	80,014	79,324	78,402	79,953	81,523	85,203	90,300	91,027	78,393	+2.9	+3.0
53	General merchandise group strs	27,739	29,273	28,713	29,932	30,459	30,054	29,335	29,922	30,916	32,942	35,581	36,035	28,002	+2.0	+5.5
531	Department stores	21,730	22,954	22,781	23,757	24,182	23,777	22,986	23,226	23,981	25,676	27,795	28,477	22,086	+.8	+5.6
54	Food stores	16,190	16,231	15,239	15,357	15,446	15,394	15,445	15,403	15,346	15,662	16,385	16,696	16,278	+6.5	+.3
56	Apparel and accessory stores	14,063	14,895	14,080	14,410	14,420	14,187	13,954	14,678	15,297	15,937	16,966	17,258	14,418	+5.7	+5.9
	Adjusted for seasonal variations	See	note 1													
	Retail trade, total	167,987	169,066	159,478	158,885	160,004	159,470	159,528	160,333	159,078	160,302	164,262	165,557	165,324	+6.0	+.6
	Total (ex. auto. group)	124,569	124,901	120,977	120,898	121,241	121,151	120,605	121,751	122,046	123,078	124,463	124,098	123,131	+3.2	+.3
	Durable goods, total	84,755	85,508	78,275	79,033	79,071	78,679	79,143	79,205	78,042	78,425	81,888	83,056	82,875	+9.2	+.9
52	Building mat., hdwe., garden supply, mobile homes dealers	13,985	14,019	12,838	12,987	12,981	13,032	13,025	13,331	13,531	13,710	13,938	13,912	13,898	+9.2	+.2
55 ex. 554	Automotive dealers	42,418	44,165	38,501	38,787	38,763	38,319	[illegible]	[illegible]	37,032	37,224	38,798	41,458	42,193	+14.7	[illegible]
57	Furniture, home furnishings, equipment stores	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	Nondurable goods, total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
53	General merchandise group strs	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
531	Department stores	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
54	Food stores	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
56	Apparel and accessory stores	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[P] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 10. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986		1985										
		Jan.[1]	Feb.[P][1]	Feb.[1]	Mar.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Retail trade, total	1.43	1.44	1.42	1.42	1.40	1.40	1.40	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.36	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.95	1.89	1.91	1.84	1.84	1.86	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.01	2.21	2.18	2.04	2.17	2.18	2.17	2.18	2.20	2.17	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.53	1.55	1.48	1.46	1.49	1.48	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.16	2.19	2.25	2.29	2.21	2.23	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.14	1.14	1.15	1.14	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.33	2.35	2.34	2.30	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.21	2.20	2.16	2.16	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.67	.67	.66	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.60	2.63	2.62	2.54	2.55	2.54	2.54	2.58	2.54	2.55	2.59	2.62	2.58

[P] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's) standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.
b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates.

The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-1.0	0.9	0.7-1.0	0.8	0.2-0.4	0.3	0.6
	Total (excluding automotive group)	0.8-1.1	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.6
	Durable goods, total	1.5-2.2	1.8	1.5-1.8	1.6	0.5-1.1	0.7	1.5
52	Building materials, hardware, garden supply, and mobile home dealers	4.2-6.7	5.0	4.1-6.7	4.7	1.0-2.5	1.7	2.9
521,3,5	Building materials and hardware stores	4.9-7.4	5.6	4.8-7.7	5.5	0.9-2.9	1.4	2.7
521,3	Building materials and supply stores	5.9-9.4	6.8	5.9-9.6	6.6	0.8-3.7	1.2	3.0
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	2.3-4.4	3.2	8.0
525	Hardware stores	4.9-9.6	5.5	4.7-9.5	4.9	1.7-7.9	3.8	4.2
55 ex. 544	Automotive dealers	1.9-2.9	2.2	1.8-2.1	2.0	0.8-0.7	1.0	2.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	2.1-2.9	2.3	1.8-2.2	2.1	0.9-1.8	1.1	2.4
551,2	Motor vehicle dealers	2.0-2.8	2.2	1.8-2.1	1.9	0.8-1.7	1.0	2.4
551	Motor vehicle dealers (franchised)	2.0-2.9	2.4	1.7-2.1	2.0	0.8-1.8	1.1	2.4
553	Auto and home supply stores	4.4-6.4	5.6	4.5-6.0	5.4	1.0-2.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.4-3.2	2.7	2.3-2.8	2.6	1.0-1.7	1.1	2.9
571	Furniture and home furnishings stores	2.7-3.7	2.9	2.5-2.9	2.7	1.2-2.2	1.5	2.7
5712	Furniture stores	3.6-4.6	3.9	3.6-4.3	3.7	0.9-2.1	1.5	3.0
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	2.0-5.0	2.9	5.9
5722,32	Household appliance, radio, and television stores	5.4-6.7	6.0	4.7-5.9	5.5	1.2-2.6	2.2	5.8
5722	Household appliance stores	6.1-8.7	8.0	5.9-7.7	7.4	1.6-4.5	2.4	6.4
5732	Radio and television sstores*	(S)	(S)	(S)	(S)	1.7-3.2	2.6	9.0
5733	Music stores*	(S)	(S)	(S)	(S)	1.7-3.7	2.3	6.3
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.9-3.8	3.1	6.1
5942	Book stores*	(S)	(S)	(S)	(S)	3.3-6.9	4.8	6.7
5944	Jewelery stores	3.8-5.3	4.8	3.6-4.9	4.0	1.7-6.0	2.1	5.0
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.4-6.8	3.2	10.9
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.3-3.3	2.6	8.4
	Nondurable goods, total	0.6-0.8	0.8	0.7-0.8	0.7	0.1-0.3	0.2	0.6
53	General merchandise group stores	0.4-0.7	0.6	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531,9	Department stores and misc. gen. merchandise stores	0.5-0.7	0.5	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.6-5.5	4.5	3.4-5.2	4.3	1.5-3.5	2.1	3.5
533	Variety stores	2.7-3.9	3.4	2.8-3.6	3.3	0.4-1.4	0.9	1.4
54	Food stores	1.5-1.6	1.5	1.4-1.6	1.5	0.2-0.3	0.3	1.1
541	Grocery stores	1.5-1.6	1.6	1.4-1.6	1.6	0.2-0.3	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.0-11.2	2.1	5.6
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	2.2-9.3	2.4	10.4
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	2.6.11.3	6.0	7.4
546	Retail bakeries	7.8-9.7	8.2	7.7-9.4	8.3	1.1-3.4	2.5	5.0
554	Gasoline service stations	1.9-2.4	2.2	1.8-2.3	2.1	0.4-0.7	0.5	1.7
56	Apparel and accessory stores	1.9-2.6	2.2	1.8-2.6	2.1	0.6-1.1	0.9	1.8
561	Men's, boys' clothing and furnishings stores	3.5-6.9	4.3	3.1-5.6	3.8	1.5-6.7	2.1	4.3
562,3,8	Women's clothing, specialty stores, furriers	2.3-3.5	3.0	2.2-3.5	2.6	0.9-1.9	1.1	3.3
562	Women's ready-to-wear stores	2.1-3.6	3.1	2.2-3.7	2.7	0.7-2.2	1.1	3.3
565	Family clothing stores	2.8-4.4	3.9	3.0-4.1	3.7	0.6-2.0	1.1	2.0
566	Shoe stores	3.2-3.9	3.4	3.1-4.0	3.2	0.9-1.7	1.3	2.7
58	Eating and drinking places	1.8-2.6	2.0	1.7-2.1	1.8	0.6-1.2	0.9	2.0
5812	Eating places	2.0-3.0	2.2	2.0-2.4	2.1	0.7-1.3	0.9	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	2.7-4.7	3.4	2.6-3.9	2.9	0.9-2.5	1.4	2.6
5812 (pt.)	Refreshment places	3.4-4.5	3.8	3.2-4.0	3.7	0.8-1.3	1.0	3.1
5813	Drinking places (alcoholic beverages)	4.4-5.5	5.0	4.5-5.0	4.8	0.9-3.5	1.4	4.6
591	Drug stores and proprietary stores	1.6-2.2	1.8	1.7-1.8	1.7	0.3-1.0	0.4	1.1
592	Liquor stores	4.1-4.8	4.4	3.9-4.5	4.4	0.5-2.1	0.8	4.0
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.5-7.6	4.8	6.5
596	Nonstore retailers[3]	6.6-9.9	8.5	6.5-9.3	7.9	1.9-8.1	3.6	5.1
5961(pt.)	Mail-order (department store merchandise)	0.2-2.6	1.0	0.2-2.1	0.4	0.0-2.1	0.2	1.0
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.7-3.4	2.1	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	2.2-4.3	2.9	6.0
53,56,57,594	GAF, total[4]	0.7-1.1	1.0	0.7-1.0	0.9	0.3-0.6	0.4	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months August 1985-January 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	1.8	1.6	2.1	2.0	0.6	0.7	0.5	0.7	1.5	1.2	1.1	1.3
	Durable goods, total	3.1	3.2	3.7	3.5	1.3	1.4	1.2	1.6	2.9	2.8	2.0	3.7
52	Building materials, hardware, garden supply, and mobile home dealers	8.9	5.3	11.8	10.7	2.6	2.4	2.9	2.1	6.2	4.5	5.0	7.2
55 ex.554	Automotive dealers	3.9	4.6	4.3	6.1	2.2	1.8	1.5	2.1	4.0	4.0	2.9	4.5
57	Furniture, home furnishings, and equipment stores	6.2	6.5	4.4	5.5	1.9	2.3	2.2	1.8	5.7	6.1	3.9	7.7
	Nondurable goods, total	2.2	1.5	1.6	2.2	0.5	0.6	0.4	0.5	1.7	1.2	1.0	1.3
53	General merchandise group stores	1.7	1.2	2.1	2.1	0.5	0.4	0.5	0.8	2.8	1.2	1.0	1.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.9	3.6	4.2	0.7	0.6	0.6	0.6	3.4	2.1	2.0	1.7
541	Grocery stores	5.1	4.2	3.6	4.3	0.8	0.5	0.6	0.5	3.7	2.1	2.1	1.8
554	Gasoline service stations	5.8	4.5	3.2	5.1	1.0	1.0	1.0	1.1	4.1	3.3	3.0	3.7
56	Apparel and accessory stores	3.9	3.8	4.5	6.0	1.5	1.6	1.2	1.6	4.0	2.9	3.2	5.1
58	Eating and drinking places	5.3	5.7	4.8	5.2	1.8	1.9	1.6	1.7	4.1	4.5	3.4	3.5
591	Drug stores and proprietary stores	10.2	8.7	7.3	6.8	1.1	1.1	1.0	1.0	5.1	3.5	3.5	5.1
53,56, 57,594	GAF[3]	2.2	1.6	1.9	2.5	0.8	0.6	0.7	0.7	2.2	1.7	1.3	1.5

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Sic code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.4	1.8	1.8	3.2	2.4	4.4	3.8	5.7	2.2
	Durable goods, total	(S)	4.7	3.7	6.0	4.8	6.6	6.3	7.9	4.5
55 ex. 554	Automotive dealers	(S)	6.1	5.0	8.0	5.7	(S)	7.2	12.1	8.6
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.4	(S)	6.3	(S)	(S)	12.4	5.7
	Nondurable goods, total	4.4	2.6	2.1	3.6	2.0	4.7	3.1	5.9	2.2
53	General merchandise group stores	4.8	1.3	1.6	2.1	2.5	4.1	2.7	6.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.3	6.4	4.0	9.0	4.2	(S)	6.6	8.6	4.1
554	Gasoline service stations	(S)	7.4	4.9	10.8	4.9	(S)	(S)	(S)	6.2
56	Apparel and accessory stores	(S)	4.9	4.6	8.7	5.4	(S)	7.8	(S)	6.1
58	Eating and drinking places	(S)	7.0	6.0	(S)	(S)	(S)	(S)	(S)	6.3
591	Drug stores and proprietary stores	(S)	9.1	(S)	(S)	(S)	(S)	(S)	(S)	7.6
53,56,57,594	GAF[1]	4.8	2.2	1.8	3.4	2.3	4.6	3.5	7.7	2.3
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.6	1.0	1.1	0.7	1.1	0.9	1.4	0.9
	Durable goods, total	**	1.6	1.8	2.4	1.5	2.3	2.4	**	1.8
55 ex. 554	Automotive dealers	**	2.8	2.6	3.8	2.2	**	2.8	**	2.6
57	Furniture, home furnishings, and equipment stores	**	**	2.2	**	3.0	**	**	**	2.0
	Nondurable goods, total	1.0	0.6	0.7	0.9	0.6	0.9	0.7	1.6	0.5
53	General merchandise group stores	0.9	0.6	0.4	0.8	0.5	0.9	0.9	2.6	0.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.3	0.9	0.7	0.9	0.8	**	1.0	1.0	0.7
554	Gasoline service stations	**	1.1	1.1	2.2	1.4	**	**	**	1.2
56	Apparel and accessory stores	**	1.9	1.7	3.6	1.6	**	2.1	**	1.5
58	Eating and drinking places	**	2.3	2.3	**	**	**	**	**	1.6
591	Drug stores and proprietary stores	**	1.4	**	**	**	**	**	**	1.1
53,56,57,594	GAF[1]	1.6	0.9	0.6	1.3	0.9	1.3	1.2	2.3	0.6
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.7	1.8	1.3	2.6	1.4	2.5	2.5	2.3	1.5
	Durable goods, total	**	3.6	2.9	5.6	2.6	4.6	3.8	**	3.8
55 ex. 554	Automotive dealers	**	5.5	4.5	6.6	3.7	**	5.3	**	5.4
57	Furniture, home furnishings, and equipment stores	**	**	5.3	**	4.3	**	**	**	6.1
	Nondurable goods, total	2.9	2.0	1.2	2.5	1.1	2.7	2.4	3.0	1.2
53	General merchandise group stores	8.4	1.8	1.1	3.0	1.8	3.6	1.4	3.7	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	4.3	2.5	3.6	2.6	**	4.5	3.8	2.1
554	Gasoline service stations	**	5.5	3.4	7.1	3.6	**	**	**	4.4
56	Apparel and accessory stores	**	5.2	2.8	7.8	2.9	**	7.1	**	3.8
58	Eating and drinking places	**	4.9	5.1	**	**	**	**	**	4.5
591	Drug stores and proprietary stores	**	4.3	**	**	**	**	**	**	5.0
53,56,57,594	GAF[1]	5.3	2.2	1.4	5.0	1.6	3.3	2.5	4.4	1.5

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]
California	2.6	4.9	2.6	0.0	2.8	0.9	2.0	0.5	0.0	0.7	1.8	4.1	1.6	0.0	1.8
Florida	3.9	8.1	4.0	0.0	3.6	1.4	2.5	1.1	0.0	1.8	2.2	3.9	2.1	0.0	2.7
Illinois	3.8	(S)	3.7	0.0	3.4	1.4	**	1.3	0.0	1.1	2.4	**	2.5	0.0	2.8
Indiana	4.5	(S)	6.2	0.0	6.3	1.9	**	1.2	0.0	2.3	3.4	**	2.5	0.0	3.4
Louisiana	7.8	(S)	6.3	0.0	8.3	2.1	**	2.0	0.0	3.2	4.5	**	5.0	0.0	6.0
Maryland	6.1	(S)	5.2	0.0	5.0	1.3	**	1.0	0.0	2.4	2.7	**	2.4	0.0	2.2
Massachusetts	5.5	(S)	5.6	0.0	6.1	1.6	**	1.2	0.0	1.7	3.4	**	3.9	0.0	5.5
Michigan	3.9	8.7	3.9	0.0	3.9	1.5	3.1	1.1	0.0	1.3	3.5	7.1	2.8	0.0	2.9
Minnesota	6.7	(S)	8.8	0.0	5.5	2.4	**	1.5	0.0	2.1	4.7	**	4.2	0.0	3.4
Missouri	7.0	(S)	8.2	0.0	5.2	2.0	**	1.4	0.0	1.8	3.7	**	3.6	0.0	6.6
New Jersey	5.6	(S)	5.8	0.0	4.0	1.7	**	1.1	0.0	1.7	4.8	**	5.3	0.0	5.1
New York	3.0	6.9	3.5	0.0	3.6	1.0	2.2	0.9	0.0	1.4	2.4	4.5	2.4	0.0	3.6
North Carolina	5.4	(S)	5.1	0.0	6.6	1.6	**	1.7	0.0	1.9	3.6	**	3.4	0.0	7.0
Ohio	5.1	(S)	3.8	0.0	2.7	1.7	**	1.2	0.0	1.2	2.3	**	2.4	0.0	1.9
Pennsylvania	3.8	9.1	4.2	0.0	2.9	1.3	3.2	0.9	0.0	1.2	3.0	6.1	3.1	0.0	2.4
Tennessee	5.7	(S)	5.7	0.0	7.1	1.7	**	1.8	0.0	2.3	4.0	**	3.9	0.0	5.3
Texas	4.7	8.3	4.2	0.0	4.1	1.1	2.8	1.0	0.0	1.6	3.1	4.6	3.4	0.0	3.6
Virginia	4.1	(S)	4.6	0.0	5.3	1.8	**	1.3	0.0	2.1	3.9	**	4.1	0.0	3.0
Wisconsin	5.4	11.2	6.9	0.0	4.8	3.0	3.9	2.0	0.0	2.1	4.7	11.2	3.6	0.0	4.0

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurble	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.8	3.6	3.9	1.4	0.7	1.3	2.5	2.5	3.2
New York, NY-Northeastern, NJ	3.3	3.0	3.1	1.2	0.8	1.3	3.1	2.7	4.2
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.8	6.2	4.4	2.2	1.4	1.3	2.9	3.5	2.8
Atlanta, GA	(S)	(S)	9.0	**	**	1.9	**	**	5.9
Baltimore, MD	7.7	8.1	4.5	1.5	1.2	1.7	3.9	3.0	2.2
Boston, MA	6.2	6.1	7.9	1.7	1.5	1.9	4.4	5.2	7.1
Chicago, IL	3.8	3.5	4.1	1.4	0.8	1.3	2.9	2.7	3.4
Cleveland, OH	(S)	8.0	4.8	**	1.7	1.8	**	4.8	2.3
Dallas-Fort Worth, TX	6.7	6.3	6.9	2.1	1.6	2.1	8.0	7.3	10.3
Detroit, MI	4.5	4.7	5.2	1.9	1.5	1.6	4.2	3.9	4.4
Houston, TX	5.9	7.2	3.6	1.3	1.7	1.1	3.2	3.9	2.8
Kansas City, MO-KS	9.9	7.4	3.7	3.3	2.1	2.6	6.1	4.7	3.9
Los Angeles-Long Beach, CA	5.0	5.0	6.1	1.0	0.8	1.2	2.7	3.1	3.0
Miami, FL	8.5	8.7	7.0	2.4	2.0	2.0	5.1	5.0	3.0
Milwaukee, WI	(S)	(S)	5.3	**	**	1.5	**	**	3.0
Minneapolis-St. Paul, MN-WI	9.4	12.1	3.1	2.7	1.8	1.1	5.4	5.6	1.7
Nassau-Suffolk, NY	9.3	7.6	5.6	2.4	2.3	1.7	5.6	5.4	12.0
New York, NY	4.1	5.2	4.8	1.7	1.1	1.7	4.1	4.1	6.8
Newark, NJ	7.5	7.0	5.6	2.0	1.3	2.1	5.1	5.9	2.9
Philadelphia, PA	5.7	6.7	4.7	2.0	1.8	1.4	5.5	6.5	3.9
Pittsburgh, PA	9.4	8.1	6.7	2.1	1.7	2.2	4.9	5.7	3.7
St. Louis, MO-IL	11.0	13.9	7.6	2.8	2.0	2.1	6.2	6.6	9.7
San Diego, CA	7.8	(S)	4.9	2.5	**	1.7	5.1	**	2.8
San Francisco-Oakland, CA	7.0	7.2	3.8	1.9	1.3	1.4	3.8	3.6	3.0
Washington, DC-MD-VA	6.5	4.7	5.7	1.6	1.1	2.6	4.5	5.9	3.2
Cities									
Chicago, IL	8.2	7.1	4.7	2.4	1.1	1.9	4.1	3.7	3.3
Los Angeles, CA	8.3	7.7	9.0	1.7	1.3	2.2	4.9	4.2	5.7
New York, NY	4.9	6.3	5.4	2.0	1.2	2.3	3.8	4.0	6.3
Philadelphia, PA	8.0	9.5	7.7	2.0	1.8	2.6	8.5	9.3	7.0

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A.).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Producers." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from 0.6 percent to +2.8 percent, with a median of 0.2 percent. The range of difference betwen preliminary and final estimates was from -0.6 percent to +0.7 percent, with a median of 0.0 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.3 percent to +0.4 percent, with a median of +0.1 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	January 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance[1]	Preliminary[1]	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	117235	116982	117349	-0.6	2.8	0.0	-0.6	0.7	0.2
	Total (excluding auto group)	90838	90615	91022	-0.5	1.9	0.2	-0.6	0.7	0.2
	Durable goods, total	44239	44278	44187	-2.0	5.2	0.3	-0.6	0.9	0.3
52	Building materials, hardware, garden supply and mobile home dealers	6632	6935	6925	-1.4	8.5	1.1	-1.7	2.1	0.6
55 ex. 554	Automotive dealers	26397	26367	26327	-3.1	5.8	0.1	-0.4	0.7	0.2
57	Furniture, home furnishings, and equipment stores	6028	6020	5969	-1.0	3.5	2.0	-0.8	1.7	0.3
	Nondurable goods, total	72996	72704	73162	-1.0	1.4	0.2	-0.6	0.6	0.1
53	General merchandise group stores	13235	13248	13340	-1.9	1.0	0.3	-0.9	0.9	-0.1
531	Department stores	11280	11310	11330	-1.5	0.9	0.3	-0.5	0.7	0.0
54	Food stores	24239	24185	24337	-0.7	1.1	0.4	-0.2	0.7	0.3
541	Grocery stores	22876	22840	23002	-0.6	1.1	0.6	-0.2	0.8	0.4
554	Gasoline service stations	8654	8427	8421	-2.7	4.0	-0.7	-1.9	1.0	0.1
56	Apparel and accessory stores	5835	5868	5915	-2.3	4.8	1.2	-1.1	1.2	0.3
58	Eating and drinking places	11138	11141	11274	-2.1	3.1	-0.3	-1.2	1.3	0.2
591	Drug stores and proprietary stores	4010	3982	3938	-2.0	1.1	-0.4	-1.1	0.8	-0.4

[1] Estimates were developed to be comparable with latest revised levels.

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	January 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	167819	167987	-0.3	0.4	0.1
	Total (excluding auto group)	124368	124569	-0.1	0.4	0.2
	Durable goods, total	84720	84755	-0.5	0.5	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	13919	13995	-0.5	1.0	0.2
55 ex. 554	Automotive dealers	43451	43418	-1.0	0.3	-0.1
57	Furniture, home furnishings, and equipment stores	12980	12942	-0.3	1.5	0.3
	Nondurable goods, total	83099	83232	-0.3	0.3	0.1
53	General merchandise group stores	31330	31568	-0.2	0.8	0.1
531	Department stores	24528	24778	-0.3	1.0	0.0
54	Food stores	16377	16288	-0.5	0.6	0.0
56	Apparel and accessory stores	15386	15403	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. After the last benchmarking operation, factors were developed and used to derive adjusted estimates for the period January 1983 through January or February 1986. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. By using concurrent seasonal adjustment, there will be an improvement on the month-to-month and year-to-year seasonally adjusted trends. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: January 1985 Through August 1986**

Sic code	Kind of business	1985												1986				
		Jan.	Feb.[1]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.[1]	Feb.[1]	Mar.[1]	Apr.[1]	May.[1]
	Retail trade, total	.962	.986	1.000	1.004	1.001	.993	.985	.986	1.007	1.049	1.061	.968	.962	.987	1.000	1.004	1.001
	Durable goods, total	.991	1.016	1.017	1.021	1.020	1.011	.986	.962	.972	1.001	1.017	.987	.992	1.016	1.018	1.022	1.021
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	.967	.999	1.026	1.035	1.037	1.019	1.003	.999	.989	.987	.975	.962	.968	.999	1.026	1.034	1.037
55	Automotive dealers	1.015	1.049	1.043	1.042	1.040	1.025	.976	.924	.928	.963	.996	1.005	1.016	1.052	1.043	1.044	1.041
57	Furniture, home furnishings, equipment dealers	.973	.981	.987	.991	.994	1.004	.991	1.002	1.008	1.036	1.048	.985	.973	.981	.987	.992	.995
	Nondurable goods total	.936	.959	.984	.989	.982	.976	.986	1.006	1.040	1.092	1.101	.954	.935	.960	.984	.989	.982
53	General mdse. group stores	.878	.925	.973	.991	.985	.970	.985	1.019	1.071	1.145	1.157	.902	.879	.926	.973	.992	.986
531	Department stores	.875	.925	.976	.997	.990	.969	.978	1.012	1.066	1.141	1.167	.905	.877	.926	.976	.998	.991
54	Food stores	.994	.990	.998	.996	.992	.997	.982	.976	.989	1.026	1.047	1.013	.994	.989	.997	.996	.992
56	Apparel & accessory stores	.915	.954	.990	.989	.970	.959	.990	1.026	1.063	1.110	1.103	.937	.913	.955	.990	.989	.970

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 9 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: January 1985 Through August 1986

SIC code	Kind of business	1985												1986				
		Jan.	Feb.[1]	Mar.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.[1]	Feb.[1]	Mar.[1]	Apr.[1]	May[1]
	U.S. Retail Sales																	
	Retail trade, total	.896	.854	.979	.988	1.049	1.006	1.004	1.034	.957	1.010	1.023	1.191	.901	.854	.979	.983	1.051
	Durable goods, total	.876	.858	.985	1.027	1.103	1.054	1.050	1.030	.962	1.009	.964	1.061	.883	.857	.992	1.022	1.088
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	.768	.728	.890	1.017	1.200	1.147	1.138	1.106	1.052	1.084	.966	.895	.779	.728	.901	1.014	1.186
521,3	Bldg. mat. & supply stores	.777	.731	.894	.991	1.148	1.135	1.156	1.129	1.081	1.114	.969	.864	.788	.730	.908	.986	1.135
525	Hardware stores	.843	.752	.897	1.025	1.165	1.103	1.062	1.034	.944	1.012	1.013	1.153	.840	.751	.887	1.032	1.172
55 ex. 554	Automotive dealers	.886	.894	1.058	1.061	1.138	1.064	1.074	1.044	.961	.998	.915	.865	.904	.894	1.052	1.064	1.111
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	.890	.904	1.069	1.084	1.146	1.065	1.072	1.041	.956	.991	.903	.873	.908	.904	1.063	1.069	1.117
553	Auto & home supply stores	.864	.787	.951	1.020	1.062	1.064	1.101	1.073	.988	1.073	1.030	.996	.862	.786	.943	1.034	1.057
57	Furniture, home furnishings & equipment stores	.928	.856	.961	.936	.955	.970	.976	1.026	.951	1.013	1.086	1.342	.928	.855	.944	.939	.968
571	Furniture, home furnishings stores	.935	.858	.975	.963	1.011	.986	.984	1.051	.967	1.039	1.083	1.150	.933	.857	.964	.968	1.013
5722, 32	Household appliance, radio, TV stores	.927	.845	.930	.891	.906	.947	.978	.995	.919	.996	1.101	1.565	.930	.844	.919	.894	.924
	Nondurable goods, total	.904	.852	.974	.966	1.021	.986	.980	1.039	.947	1.006	1.056	1.263	.912	.851	.972	.956	1.035
53	General mdse. group stores	.705	.702	.897	.925	1.003	.941	.872	1.005	.898	.994	1.221	1.842	.704	.703	.926	.889	1.022
531	Department stores	.704	.698	.903	.926	1.004	.949	.873	1.008	.901	.993	1.217	1.831	.702	.698	.925	.895	1.025
533	Variety stores	.741	.749	.909	.967	1.000	.932	.919	1.020	.865	.957	1.075	1.859	.740	.752	.968	.908	1.008
539	Misc. gen. mdse. stores	.692	.705	.842	.884	.991	.912	.844	.975	.881	1.004	1.332	1.936	.693	.705	.842	.887	1.018
54	Food stores	.967	.899	1.002	.971	1.042	1.009	1.027	1.057	.953	.997	1.011	1.050	.984	.898	.987	.971	1.059
541	Grocery stores	.970	.899	1.001	.968	1.043	1.010	1.029	1.058	.956	.998	1.012	1.039	.989	.898	.985	.969	1.058
554	Gasoline service stations	.954	.866	.963	.973	1.039	1.041	1.070	1.066	.999	1.027	.984	1.014	.958	.865	.947	.979	1.039
56	Apparel & accessory stores	.793	.734	.943	.982	.990	.923	.882	1.054	.930	.999	1.141	1.642	.792	.734	.998	.912	1.019
561	Men's & boys' clothing, furnishing stores	.801	.701	.827	.940	.994	.976	.836	.939	.877	.992	1.213	1.907	.810	.700	.878	.879	1.021
562,3, 8	Women's clothing, specialty stores, furriers	.800	.756	.961	.987	1.002	.904	.893	1.009	.945	1.026	1.137	1.582	.802	.757	.987	.943	1.028
566	Shoe stores	.844	.761	1.000	1.065	1.013	.961	.858	1.090	.993	1.015	1.064	1.332	.835	.761	1.093	.956	1.040
58	Eating and drinking places	.903	.875	.999	.994	1.052	1.048	1.066	1.094	.998	1.018	.968	.975	.917	.875	.986	.986	1.055
591	Drug & proprietary stores	.969	.923	.979	.982	1.005	.965	.966	.988	.927	.977	.960	1.326	.972	.923	.991	.964	1.003
592	Liquor stores	.903	.842	.923	.924	.982	.995	1.033	1.048	.937	.976	1.042	1.389	.907	.841	.914	.924	1.000
	Retail Sales of Group II Companies																	
	Retail trade, total	.854	.816	.964	.954	1.023	.972	.950	1.025	.931	.996	1.099	1.410	.863	.815	.964	.943	1.039
553	Auto & home supply stores	.855	.781	.948	1.021	1.070	1.046	1.073	1.061	.978	1.085	1.058	1.032	.851	.780	.946	1.018	1.079
53	General mdse. group stores	.700	.701	.895	.925	1.005	.946	.868	1.003	.895	.988	1.228	1.856	.700	.702	.916	.892	1.024
531	Department stores	.705	.700	.900	.927	1.005	.951	.874	1.009	.901	.992	1.215	1.831	.703	.701	.915	.900	1.025
533	Variety stores	.718	.735	.910	.968	1.015	.925	.898	1.011	.863	.945	1.090	1.916	.720	.737	.959	.911	1.025
541	Grocery stores	.984	.908	1.014	.969	1.045	.992	1.010	1.053	.940	.992	1.025	1.053	1.006	.907	.997	.968	1.063
56	Apparel & accessory stores	.711	.694	.956	.977	.978	.933	.857	1.092	.925	.977	1.160	1.755	.715	.694	1.016	.897	1.003
562,3 8	Women's clothing, specialty stores, furriers	.707	.710	.968	.980	.988	.920	.900	1.053	.927	.991	1.145	1.709	.714	.716	1.018	.919	1.006
566	Shoe stores	.782	.737	1.022	1.085	1.019	.935	.829	1.099	.972	.992	1.095	1.440	.787	.739	1.141	.922	1.036
591	Drug & proprietary stores	.941	.898	.984	.969	1.002	.965	.958	.977	.917	.953	.992	1.450	.944	.897	.996	.933	1.006

[1] Factors were developed after the issue of last month's report.(See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combinatio on of the factors are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables data for the summary trade tot als are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago-Gary, IL-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Harford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, AL. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Dade, and Walker Counties, GA.

Chicago, IL. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

El Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

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[1] Statistics for the Boston SMSA in table 7 include retail establishments in all of Essex, Middlesex, Norfolk, Plymonth, and Suffolk Counties.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick city, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Bristol County; Plainville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacramento, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, IL.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadalupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worcester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, Prince Georges Counties, MD; and Alexandria, Fairfax, and Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngstown-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] *Data for this kind of business are not shown separately but are included* in the durable goods stores total.

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[1] *Data for this kind of business are not shown separately but are included* in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[8] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[9] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[9] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[9] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[9] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[9] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[9] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[8] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[9] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

- New England Division
  - Maine
  - New Hampshire
  - Vermont
  - Massachusetts
  - Rhode Island
  - Connecticut
- Middle Atlantic Division
  - New York
  - New Jersey
  - Pennsylvania

MIDWEST (formerly North Central)

- East North Central Division
  - Ohio
  - Indiana
  - Illinois
  - Michigan
  - Wisconsin
- West North Central Division
  - Minnesota
  - Iowa
  - Missouri
  - North Dakota
  - South Dakota
  - Nebraska
  - Kansas

SOUTH

- South Atlantic Division
  - Delaware
  - Maryland
  - District of Columbia
  - Virginia
  - West Virginia
  - North Carolina
  - South Carolina
  - Georgia
  - Florida
- East South Central Division
  - Kentucky
  - Tennessee
  - Alabama
  - Mississippi
- West South Central Division
  - Arkansas
  - Louisiana
  - Oklahoma
  - Texas

WEST

- Mountain Division
  - Montana
  - Idaho
  - Wyoming
  - Colorado
  - New Mexico
  - Arizona
  - Utah
  - Nevada
- Pacific Division
  - Washington
  - Oregon
  - California
  - Alaska
  - Hawaii

Revised Monthly Retail Sales and Inventories

Errata page corrects portions of pages 1 and 2 of the *Revised Monthly Retail Trade Sales and Inventories, January 1976 through December 1985* (BR-13-85S).

CURRENT REVISION

The Revision Procedures. The basic input series used in the revision process were comprised of the final monthly composite estimates for the period December 1982 through December 1985. The input series were revised in a manner designed to constrain and link the series to specific benchmark levels and a designated linkpoint. The benchmark levels were 1984 estimates from the 1984 Retail Trade Survey. The link point is the last month for which estimates have not been revised in this benchmarking operation.

The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 Census estimates. The 1982 Census estimates were modified to be comparable with the 1977 Census estimates, i.e., leased department sales (sales from a separate business that leases space on the premises of another business) were estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee. In the monthly survey, companies report their sales as well as the sales of other businesses that operate on their premises.

In general terms, the revision of the input monthly sales series was such that, subject to benchmark and link constraints, the sum of squared differences of the month-to-month trends between the revised and input series was minimized that is, the function F defined by:

$$F = \sum_{i=0}^{N-1} \frac{Y_{i+1}}{Y_i} - \frac{X_{i+1}}{X_i}^{2}$$

where, $i = 0$ = December 1982
$i = N$ = December 1985
Y_i = revised value for month i
X_i = revised value for month i

was minimized subject to the following constraints:

Y_i = 1983 benchmark
i 1983

Y_i = 1984 benchmark
i 1984

and Y_0 = December 1982 or link point.

Effects of Revision on 1985 Estimates. A direct mathematical result of the revision methodology is that all composite estimates following the end of the last benchmark period should be revised by multiplying these estimates by the ratio of the revised to unrevised data values for the last month of the last constraint. Therefore, for each detailed kind of business, a ratio of December 1984 revised to December 1984 unrevised was computed. The input data, or composite estimates, subsequent to December 1984 were multiplied by these constant ratios (called carry-forward factors) to derive revised sales estimates for the months after December 1984. The carry-forward factors remain constant until the next benchmarking operation.

Effects of Revision on Geographic Estimates. In order to adjust geographic estimates, factors were derived each month at major United States kind-of-business levels by dividing the revised U.S. estimates by the unrevised U.S. estimates at the given kind-of-business level. These factors were then multiplied by the unrevised estimates for the given kind-of-business level for each geographic level to derive the revised geographic estimates.

Errata Table. Estimates of Monthly Retail Sales, by Selected Kinds of Business for Specified Standard Metropolitan Statistical Areas: 1985

AREA[1] AND KIND OF BUSINESS	1985												
	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
	DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY, OR TRADING-DAY DIFFERENCES												
STANDARD METROPOLITAN STATISTICAL AREAS													
ANAHEIM-SANTA ANA-GAR. GROVE, CA., TOTAL	1,297	1,290	1,443	1,392	1,516	1,540	1,508	1,560	1,459	1,413	1,507	1,816	17,741
NONDURABLE GOODS, TOTAL	711	700	788	791	852	836	833	871	804	846	911	1,119	10,062
GAF, TOTAL[2]	315	313	356	355	390	400	377	407	382	376	462	692	4,825
ATLANTA, GA., TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	254	252	332	332	344	329	300	360	331	354	438	650	4,276
BALTIMORE, MD., TOTAL	931	873	970	1,088	1,152	1,084	1,090	1,150	1,043	1,094	1,155	1,315	12,945
NONDURABLE GOODS, TOTAL	617	605	659	699	738	673	679	744	679	739	791	913	8,536
GAF, TOTAL[2]	192	201	238	245	265	244	223	264	244	269	323	502	3,210
BOSTON, MASS., TOTAL	1,960	1,912	2,172	2,192	2,372	2,331	2,302	2,356	2,291	2,435	2,416	2,767	27,506
NONDURABLE GOODS, TOTAL	1,235	1,153	1,318	1,271	1,414	1,337	1,330	1,415	1,292	1,479	1,536	1,748	16,528
GAF, TOTAL[2]	381	401	483	477	520	488	429	556	511	571	674	980	6,471
CHICAGO, ILL., TOTAL	2,860	2,815	3,285	3,395	3,623	3,390	3,525	3,695	3,504	3,629	3,715	4,295	41,731
NONDURABLE GOODS, TOTAL	1,826	1,776	2,009	2,049	2,203	2,103	2,100	2,271	2,140	2,364	2,491	2,926	26,258
GAF, TOTAL[2]	665	661	820	832	890	845	795	939	877	947	1,121	1,636	11,028
CLEVELAND, OHIO, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	475	442	513	556	567	530	541	561	527	560	581	710	6,563
GAF, TOTAL[2]	162	157	207	225	226	211	206	241	221	239	290	438	2,823
DALLAS-FORT WORTH, TEX., TOTAL	1,839	1,809	2,116	2,234	2,370	2,147	2,202	2,331	2,115	2,138	2,187	2,506	25,994
NONDURABLE GOODS, TOTAL	1,130	1,093	1,298	1,317	1,381	1,277	1,295	1,433	1,316	1,316	1,443	1,649	15,948
GAF, TOTAL[2]	442	457	575	552	589	537	513	614	618	592	665	988	7,142
DETROIT, MICH., TOTAL	1,782	1,714	2,016	2,109	2,288	2,175	2,138	2,160	2,048	2,118	2,224	2,682	25,454
NONDURABLE GOODS, TOTAL	1,165	1,103	1,269	1,266	1,346	1,306	1,258	1,352	1,257	1,328	1,438	1,736	15,824
GAF, TOTAL[2]	450	413	515	542	584	590	552	625	552	623	761	1,084	7,291
HOUSTON, TEX., TOTAL	1,451	1,394	1,623	1,671	1,720	1,624	1,629	1,725	1,601	1,562	1,651	2,051	19,652
NONDURABLE GOODS, TOTAL	918	885	998	1,000	1,062	986	1,002	1,074	959	1,004	1,076	1,374	12,338
GAF, TOTAL[2]	372	371	451	451	477	435	426	488	425	447	526	835	5,704
KANSAS CITY, MO.-KANS., TOTAL	662	663	751	758	838	770	727	825	773	718	757	857	9,099
NONDURABLE GOODS, TOTAL	368	362	422	400	427	386	363	412	387	385	429	528	4,869
GAF, TOTAL[2]	155	150	184	192	208	194	190	225	195	217	255	395	2,560
LOS ANGELES-LONG BEACH, CALIF., TOTAL	3,599	3,463	4,034	3,914	4,224	4,085	4,094	4,196	4,020	4,018	4,201	5,066	48,912
NONDURABLE GOODS, TOTAL	2,318	2,201	2,536	2,502	2,611	2,614	2,632	2,674	2,534	2,621	2,764	3,340	31,347
GAF, TOTAL[2]	960	939	1,078	1,091	1,198	1,189	1,119	1,197	1,137	1,178	1,402	2,023	14,511
MIAMI, FLA., TOTAL	991	968	1,036	979	1,039	982	972	1,109	1,050	1,146	1,177	1,374	12,823
NONDURABLE GOODS, TOTAL	503	487	551	538	550	530	540	593	574	612	609	730	6,817
GAF, TOTAL[2]	246	252	287	278	301	292	284	336	282	315	347	516	3,736
MILWAUKEE, WIS., TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	133	129	168	178	178	161	155	178	163	191	230	322	2,186
MINNEAPOLIS-ST. PAUL, MINN.-WIS., TOTAL	1,188	1,179	1,333	1,490	1,685	1,467	1,370	1,504	1,456	1,487	1,502	1,618	17,279
NONDURABLE GOODS, TOTAL	734	710	801	859	975	877	805	867	832	900	940	1,068	10,368
GAF, TOTAL[2]	241	233	283	297	312	298	280	338	305	336	378	542	3,843
NASSAU-SUFFOLK, N.Y., TOTAL	1,528	1,454	1,499	1,592	1,769	1,595	1,589	1,627	1,508	1,621	1,774	2,148	19,704
NONDURABLE GOODS, TOTAL	986	899	911	917	958	886	858	945	843	936	1,043	1,328	11,510
GAF, TOTAL[2]	354	350	386	397	439	415	372	418	380	427	532	852	5,322
NEW YORK, N.Y.-N.J., TOTAL	3,476	3,407	3,718	3,826	4,041	3,851	3,632	3,797	3,792	3,971	3,993	4,872	46,376
NONDURABLE GOODS, TOTAL	2,443	2,338	2,520	2,583	2,725	2,622	2,470	2,596	2,559	2,754	2,827	3,446	31,883
GAF, TOTAL[2]	974	990	1,087	1,131	1,258	1,152	1,019	1,170	1,176	1,310	1,443	2,068	14,778
NEWARK, N.J., TOTAL	792	765	859	880	890	887	886	901	896	920	949	1,155	10,780
NONDURABLE GOODS, TOTAL	594	564	619	625	627	633	608	625	615	653	675	839	7,677
GAF, TOTAL[2]	190	202	220	236	250	231	213	236	230	260	296	416	2,980
PHILADELPHIA, PA.-N.J., TOTAL	1,821	1,748	2,033	2,148	2,292	2,235	2,209	2,345	2,273	2,365	2,559	3,183	27,211
NONDURABLE GOODS, TOTAL	1,261	1,169	1,375	1,348	1,449	1,430	1,365	1,467	1,405	1,499	1,656	2,046	17,470
GAF, TOTAL[2]	473	483	565	583	623	591	522	615	586	657	790	1,253	7,741
PITTSBURGH, PA., TOTAL	757	774	900	1,055	1,132	1,027	983	1,016	938	938	999	1,186	11,705
NONDURABLE GOODS, TOTAL	518	524	585	605	650	607	612	660	581	622	691	834	7,489
GAF, TOTAL[2]	191	209	250	255	276	248	234	286	250	277	363	504	3,343
ST. LOUIS, MO.-IND., TOTAL	1,010	1,040	1,233	1,289	1,343	1,218	1,174	1,285	1,237	1,282	1,310	1,509	14,930
NONDURABLE GOODS, TOTAL	658	631	736	787	823	787	759	804	778	876	922	1,104	9,665
GAF, TOTAL[2]	252	242	312	323	339	308	281	317	291	307	376	562	3,910
SAN DIEGO, CALIF., TOTAL	908	889	962	1,002	1,086	1,026	1,040	1,126	1,081	1,057	1,113	1,364	12,654
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	257	243	275	276	292	288	290	318	292	308	356	530	3,725
SAN FRANCISCO-OAKLAND, CALIF., TOTAL	1,932	1,861	2,104	2,062	2,230	2,131	2,218	2,355	2,194	2,244	2,345	2,754	26,430
NONDURABLE GOODS, TOTAL	1,240	1,202	1,310	1,334	1,443	1,392	1,394	1,510	1,365	1,449	1,554	1,841	17,034
GAF, TOTAL[2]	451	428	489	500	531	526	505	577	524	562	667	984	6,744
WASHINGTON, D.C.-MD.-VA., TOTAL	1,799	1,798	1,995	2,108	2,195	2,073	2,065	2,194	2,056	2,049	2,009	2,437	24,778
NONDURABLE GOODS, TOTAL	989	950	1,096	1,150	1,190	1,110	1,096	1,142	1,010	1,087	1,128	1,411	13,359
GAF, TOTAL[2]	384	390	460	473	491	456	434	501	479	529	597	920	6,114

SEE FOOTNOTES AT END OF TABLE.

Errata Table. Estimates of Monthly Retail Sales, by Selected Kinds of Business for Specified Standard Metropolitan Statistical Areas: 1984

AREA[1] AND KIND OF BUSINESS	1984												
	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
	DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY, OR TRADING-DAY DIFFERENCES												
STANDARD METROPOLITAN STATISTICAL AREAS													
ANAHEIM-SANTA ANA-GAR. GROVE,CA.,TOTAL	1,137	1,172	1,303	1,190	1,301	1,365	1,274	1,350	1,301	1,328	1,388	1,724	15,833
NONDURABLE GOODS, TOTAL	683	687	736	733	772	782	757	801	760	767	829	1,039	9,346
GAF, TOTAL[2]	289	287	332	320	354	359	335	365	354	363	439	680	4,477
ATLANTA, GA., TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	216	243	308	310	324	307	268	329	314	336	416	636	4,007
BALTIMORE, MD., TOTAL	860	867	957	1,068	1,098	1,064	1,024	1,036	961	1,055	1,105	1,277	12,372
NONDURABLE GOODS, TOTAL	581	577	624	665	691	667	652	672	627	694	732	877	8,059
GAF, TOTAL[2]	179	187	216	234	243	237	206	227	232	244	309	478	2,992
BOSTON, MASS., TOTAL	1,866	1,948	2,048	2,071	2,199	2,171	2,074	2,134	1,987	2,181	2,234	2,574	25,487
NONDURABLE GOODS, TOTAL	1,143	1,115	1,203	1,205	1,303	1,257	1,200	1,279	1,262	1,330	1,412	1,710	15,419
GAF, TOTAL[2]	351	380	416	445	489	491	410	486	499	503	613	965	6,048
CHICAGO, ILL., TOTAL	2,723	2,803	3,135	3,262	3,428	3,437	3,257	3,343	3,164	3,410	3,510	4,132	39,604
NONDURABLE GOODS, TOTAL	1,815	1,872	2,028	2,043	2,164	2,110	1,951	2,112	2,033	2,156	2,316	2,801	25,351
GAF, TOTAL[2]	616	634	730	775	854	854	762	831	855	889	1,066	1,604	10,470
CLEVELAND, OHIO, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	454	435	492	510	525	525	498	516	502	518	549	688	6,212
GAF, TOTAL[2]	152	155	187	213	217	219	189	216	215	221	278	409	2,671
DALLAS-FORT WORTH, TEX., TOTAL	1,664	1,724	1,823	1,844	2,009	1,968	1,916	2,047	1,820	1,874	1,975	2,291	23,025
NONDURABLE GOODS, TOTAL	1,004	1,029	1,179	1,178	1,256	1,164	1,129	1,300	1,165	1,206	1,300	1,534	14,444
GAF, TOTAL[2]	416	407	493	473	508	476	480	543	504	493	558	854	6,225
DETROIT, MICH., TOTAL	1,686	1,685	1,895	1,878	2,109	2,040	1,924	1,948	1,780	1,916	2,032	2,444	23,337
NONDURABLE GOODS, TOTAL	1,129	1,102	1,230	1,174	1,258	1,282	1,232	1,294	1,237	1,263	1,329	1,641	15,171
GAF, TOTAL[2]	413	401	482	508	537	554	481	525	517	532	664	1,021	6,635
HOUSTON, TEX., TOTAL	1,472	1,492	1,678	1,608	1,779	1,717	1,623	1,704	1,535	1,568	1,638	2,018	19,832
NONDURABLE GOODS, TOTAL	885	866	966	954	1,008	973	954	1,062	926	954	1,047	1,313	11,908
GAF, TOTAL[2]	374	366	456	440	477	460	425	497	439	439	535	852	5,760
KANSAS CITY, MO.-KANS., TOTAL	616	678	753	738	850	815	767	832	768	822	879	937	9,455
NONDURABLE GOODS, TOTAL	367	379	420	406	447	428	400	450	434	441	488	572	5,232
GAF, TOTAL[2]	149	141	164	175	192	183	172	192	183	186	237	362	2,336
LOS ANGELES-LONG BEACH, CALIF., TOTAL	3,352	3,346	3,853	3,700	3,936	3,985	3,802	3,873	3,653	3,705	3,855	4,701	45,761
NONDURABLE GOODS, TOTAL	2,236	2,192	2,517	2,446	2,575	2,574	2,486	2,574	2,434	2,433	2,568	3,224	30,259
GAF, TOTAL[2]	878	875	1,029	1,030	1,092	1,077	996	1,071	1,029	1,071	1,290	1,958	13,396
MIAMI, FLA., TOTAL	906	905	941	897	954	924	867	950	866	902	1,003	1,204	11,319
NONDURABLE GOODS, TOTAL	500	494	544	524	523	520	499	532	499	502	541	687	6,365
GAF, TOTAL[2]	234	232	262	253	260	259	244	284	260	265	318	480	3,351
MILWAUKEE, WIS., TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	122	122	149	162	167	170	148	171	164	178	211	308	2,072
MINNEAPOLIS-ST. PAUL, MINN.-WIS.,TOTAL	1,071	1,101	1,158	1,219	1,390	1,340	1,166	1,273	1,312	1,468	1,473	1,562	15,535
NONDURABLE GOODS, TOTAL	662	663	717	717	801	802	685	764	839	927	944	1,066	9,587
GAF, TOTAL[2]	228	233	263	273	294	291	257	304	298	325	362	514	3,642
NASSAU-SUFFOLK, N.Y., TOTAL	1,333	1,309	1,401	1,457	1,568	1,573	1,405	1,515	1,451	1,515	1,702	2,036	18,265
NONDURABLE GOODS, TOTAL	926	861	917	931	981	969	855	918	910	909	1,005	1,281	11,463
GAF, TOTAL[2]	284	298	319	353	404	424	347	373	412	467	556	829	5,066
NEW YORK, N.Y.-N.J., TOTAL	3,193	3,230	3,404	3,439	3,682	3,766	3,258	3,349	3,396	3,574	3,865	4,642	42,798
NONDURABLE GOODS, TOTAL	2,364	2,358	2,498	2,470	2,525	2,556	2,244	2,338	2,412	2,508	2,728	3,317	30,318
GAF, TOTAL[2]	862	896	954	1,031	1,135	1,265	1,021	1,051	1,139	1,173	1,437	2,053	14,017
NEWARK, N.J., TOTAL	753	743	843	846	860	878	798	812	805	868	856	1,045	10,107
NONDURABLE GOODS, TOTAL	559	553	627	610	614	606	554	567	590	634	627	781	7,322
GAF, TOTAL[2]	180	188	205	222	226	236	193	212	218	228	256	397	2,761
PHILADELPHIA, PA.-N.J., TOTAL	1,753	1,736	1,981	2,007	2,111	2,126	1,937	2,008	1,975	2,057	2,275	2,835	24,803
NONDURABLE GOODS, TOTAL	1,207	1,138	1,310	1,317	1,361	1,363	1,226	1,281	1,327	1,375	1,518	1,945	16,368
GAF, TOTAL[2]	426	433	511	555	602	599	481	574	586	632	775	1,258	7,434
PITTSBURGH, PA., TOTAL	708	774	884	926	984	994	897	951	912	913	978	1,123	11,044
NONDURABLE GOODS, TOTAL	508	528	594	617	646	641	574	624	597	612	674	800	7,415
GAF, TOTAL[2]	194	207	237	250	261	255	232	271	265	280	371	506	3,329
ST. LOUIS, MO.-IND., TOTAL	855	908	1,054	1,116	1,183	1,158	1,161	1,123	1,086	1,166	1,208	1,374	13,392
NONDURABLE GOODS, TOTAL	602	592	663	702	728	733	698	721	732	773	768	947	8,659
GAF, TOTAL[2]	197	199	255	321	330	309	270	299	333	350	423	586	3,872
SAN DIEGO, CALIF., TOTAL	863	864	901	901	955	926	940	1,010	960	960	1,030	1,218	11,528
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL[2]	222	212	244	240	258	259	256	279	261	269	326	487	3,313
SAN FRANCISCO-OAKLAND, CALIF., TOTAL	1,891	1,852	2,012	1,902	2,025	2,098	1,962	2,048	1,953	2,058	2,124	2,562	24,477
NONDURABLE GOODS, TOTAL	1,202	1,180	1,284	1,274	1,365	1,372	1,358	1,449	1,346	1,385	1,469	1,785	16,469
GAF, TOTAL[2]	450	438	494	473	494	498	457	517	492	532	620	969	6,434
WASHINGTON, D.C.-MD.-VA., TOTAL	1,620	1,686	1,830	1,920	2,028	2,060	1,905	1,923	1,820	1,921	2,014	2,327	23,054
NONDURABLE GOODS, TOTAL	913	906	993	1,019	1,069	1,049	1,008	1,038	1,010	1,044	1,154	1,396	12,599
GAF, TOTAL[2]	332	347	382	401	440	429	373	414	443	450	532	821	5,364

SEE FOOTNOTES AT END OF TABLE.

Errata Table: Estimates of Monthly Retail Sales, by Selected Kinds of Business for Specified Standard Metropolitan Statistical Areas: 1983

AREA¹ AND KIND OF BUSINESS	1983												
	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
	DATA, IN MILLIONS OF DOLLARS, NOT ADJUSTED FOR SEASONAL VARIATIONS, HOLIDAY, OR TRADING-DAY DIFFERENCES												
STANDARD METROPOLITAN STATISTICAL AREAS													
ANAHEIM-SANTA ANA-GAR. GROVE,CA.,TOTAL	1,072	1,040	1,252	1,214	1,279	1,280	1,244	1,240	1,212	1,234	1,258	1,548	14,873
NONDURABLE GOODS, TOTAL	639	624	699	721	760	774	765	781	757	732	792	1,010	9,054
GAF, TOTAL²	297	272	314	327	345	344	317	337	331	326	400	629	4,241
ATLANTA, GA., TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL²	178	202	271	265	267	252	235	277	287	312	377	592	3,515
BALTIMORE, MD., TOTAL	682	640	791	844	882	873	916	914	878	940	971	1,190	10,521
NONDURABLE GOODS, TOTAL	495	473	554	591	605	581	604	622	594	641	673	842	7,275
GAF, TOTAL²	160	145	201	207	212	209	193	212	216	233	282	463	2,733
BOSTON, MASS., TOTAL	1,602	1,580	1,860	1,889	1,870	1,906	1,789	1,864	1,864	2,001	2,015	2,402	22,642
NONDURABLE GOODS, TOTAL	1,062	1,028	1,194	1,232	1,234	1,216	1,141	1,199	1,213	1,275	1,303	1,618	14,715
GAF, TOTAL²	300	285	379	404	414	422	366	439	445	461	541	856	5,312
CHICAGO, ILL., TOTAL	2,641	2,532	2,940	2,969	3,086	3,162	2,965	2,959	2,990	3,224	3,353	3,978	36,799
NONDURABLE GOODS, TOTAL	1,869	1,773	2,006	2,003	2,065	2,016	1,919	2,007	1,990	2,092	2,270	2,746	24,756
GAF, TOTAL²	586	557	712	729	785	774	700	778	783	850	978	1,489	9,721
CLEVELAND, OHIO, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	406	398	466	473	485	489	477	493	490	510	521	665	5,875
GAF, TOTAL²	140	136	175	188	188	195	182	202	196	206	243	380	2,431
DALLAS-FORT WORTH, TEX., TOTAL	1,466	1,495	1,884	1,831	1,879	1,723	1,710	1,794	1,669	1,771	1,842	2,205	21,269
NONDURABLE GOODS, TOTAL	965	977	1,117	1,163	1,150	1,066	1,065	1,160	1,077	1,156	1,183	1,433	13,462
GAF, TOTAL²	355	338	426	429	444	432	449	501	454	477	553	865	5,723
DETROIT, MICH., TOTAL	1,482	1,467	1,770	1,700	1,804	1,896	1,786	1,778	1,747	1,787	1,893	2,365	21,475
NONDURABLE GOODS, TOTAL	1,052	997	1,152	1,128	1,155	1,225	1,182	1,197	1,182	1,193	1,261	1,648	14,372
GAF, TOTAL²	367	348	440	447	467	472	441	471	472	506	583	917	5,931
HOUSTON, TEX., TOTAL	1,305	1,302	1,514	1,484	1,579	1,620	1,582	1,607	1,632	1,651	1,666	2,093	19,035
NONDURABLE GOODS, TOTAL	827	816	935	942	1,004	962	990	1,006	938	967	1,015	1,322	11,724
GAF, TOTAL²	336	330	414	414	427	411	413	440	432	449	518	661	5,445
KANSAS CITY, MO.-KANS., TOTAL	567	589	662	623	705	729	708	788	754	747	817	893	8,582
NONDURABLE GOODS, TOTAL	360	369	413	394	441	470	418	458	447	450	496	578	5,244
GAF, TOTAL²	134	123	153	153	162	162	159	178	165	179	215	340	2,123
LOS ANGELES-LONG BEACH, CALIF., TOTAL	2,941	2,879	3,344	3,345	3,459	3,535	3,491	3,558	3,545	3,600	3,735	4,667	42,099
NONDURABLE GOODS, TOTAL	2,078	1,982	2,276	2,285	2,325	2,343	2,373	2,429	2,440	2,453	2,566	3,249	28,799
GAF, TOTAL²	766	753	889	925	949	967	910	952	977	992	1,162	1,862	12,110
MIAMI, FLA., TOTAL	745	735	820	801	816	853	826	863	810	819	909	1,116	10,113
NONDURABLE GOODS, TOTAL	461	446	496	497	492	491	497	504	462	474	513	659	5,992
GAF, TOTAL²	218	210	240	238	238	246	238	257	232	242	285	441	3,085
MILWAUKEE, WIS., TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL²	119	106	137	152	151	151	143	163	144	157	180	268	1,871
MINNEAPOLIS-ST. PAUL, MINN.-WIS.,TOTAL	930	923	1,053	1,071	1,155	1,189	1,134	1,182	1,173	1,203	1,211	1,391	13,615
NONDURABLE GOODS, TOTAL	602	588	641	647	685	689	685	721	751	782	787	947	8,525
GAF, TOTAL²	194	198	244	246	261	257	242	287	273	300	310	472	3,284
NASSAU-SUFFOLK, N.Y., TOTAL	1,209	1,140	1,262	1,238	1,367	1,342	1,221	1,240	1,264	1,298	1,382	1,722	15,685
NONDURABLE GOODS, TOTAL	844	763	832	801	869	858	791	779	835	847	918	1,230	10,367
GAF, TOTAL²	264	254	311	312	355	366	315	339	364	375	422	657	4,334
NEW YORK, N.Y.-N.J., TOTAL	2,851	2,726	3,167	3,122	3,248	3,263	3,067	3,090	3,302	3,425	3,617	4,329	39,207
NONDURABLE GOODS, TOTAL	2,155	2,043	2,314	2,282	2,331	2,348	2,205	2,200	2,331	2,461	2,557	3,234	28,461
GAF, TOTAL²	808	776	916	944	1,021	1,037	893	964	1,043	1,123	1,234	1,801	12,560
NEWARK, N.J., TOTAL	695	651	774	757	797	824	755	718	774	794	798	1,013	9,350
NONDURABLE GOODS, TOTAL	571	483	563	576	591	610	559	531	572	595	589	760	6,950
GAF, TOTAL²	155	150	185	182	197	196	171	181	198	211	232	366	2,424
PHILADELPHIA, PA.-N.J., TOTAL	1,511	1,400	1,739	1,712	1,827	1,900	1,815	1,856	1,834	1,998	2,150	2,670	22,412
NONDURABLE GOODS, TOTAL	1,061	997	1,205	1,152	1,220	1,245	1,194	1,227	1,267	1,338	1,472	1,825	15,193
GAF, TOTAL²	383	361	488	484	519	515	492	556	563	606	712	1,109	6,790
PITTSBURGH, PA., TOTAL	708	673	803	781	834	848	837	840	768	815	854	1,064	9,825
NONDURABLE GOODS, TOTAL	534	504	589	590	618	608	622	610	577	609	636	799	7,296
GAF, TOTAL²	177	174	226	228	232	230	220	238	235	260	338	490	3,048
ST. LOUIS, MO.-IND., TOTAL	674	693	805	803	876	916	904	947	921	944	994	1,153	10,630
NONDURABLE GOODS, TOTAL	497	483	568	565	598	617	642	663	660	676	703	888	7,562
GAF, TOTAL²	192	188	234	231	249	243	232	250	243	257	308	458	3,085
SAN DIEGO, CALIF., TOTAL	707	695	802	809	871	868	883	927	845	876	952	1,171	10,406
NONDURABLE GOODS, TOTAL	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, TOTAL²	179	174	216	212	218	226	226	233	227	236	285	453	2,885
SAN FRANCISCO-OAKLAND, CALIF., TOTAL	1,574	1,537	1,823	1,813	1,862	1,996	1,924	1,973	1,905	1,991	2,088	2,561	23,047
NONDURABLE GOODS, TOTAL	1,093	1,046	1,166	1,183	1,209	1,202	1,209	1,289	1,263	1,293	1,380	1,724	15,057
GAF, TOTAL²	383	374	446	445	465	494	452	491	499	517	605	962	6,123
WASHINGTON, D.C.-MD.-VA., TOTAL	1,511	1,388	1,710	1,719	1,876	1,869	1,858	1,835	1,776	1,802	1,822	2,185	21,351
NONDURABLE GOODS, TOTAL	913	826	968	1,043	1,097	1,065	1,082	1,087	1,043	1,072	1,086	1,336	12,618
GAF, TOTAL²	310	270	355	370	398	382	364	390	414	427	432	772	4,934

(S) ESTIMATE DOES NOT MEET PUBLICATION STANDARDS BECAUSE OF LARGE COEFFICIENT OF VARIATION. [1] FOR DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND STANDARD METROPLITAN STATISTICAL AREAS, SEE APPENDIX D. [2] GAF REPRESENTS STORES WHICH SPECIALIZE IN DEPARTMENT STORE TYPES OF MERCHANDISE (SEE APPENDIX A).

NOTE: THESE ERRATA PAGES CORRECT THE 1985, 1984, AND 1983 STANDARD METROPOLITAN STATISTICAL AREAS ESTIMATES PUBLISHED ON PAGES 43 THROUGH 48 OF THE REVISED MONTHLY RETAIL TRADE SALES AND INVENTORIES, JANUARY 1976 THROUGH DECEMBER 1985 (BR-13-85S).

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86-03

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

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March 1986
Issued May 1986
BR-86-03

Sales: Total sales for all retail stores in the United States during March 1986 were estimated to be $116.2 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated March 1986 sales were 0.9 percent below February but were 3.7 percent above March 1985. Cumulative sales for the first 3 months of 1986 were 4.9 percent higher than sales for the similar period of last year.

Most major kinds of business showed year-to-year increases, led by the building materials group, up 19.3 percent. Other kind-of-business groups with large year-to-year changes were furniture stores, up 10.1 percent; and gasoline service stations, down 8.1 percent.

The unadjusted sales for the New England Division showed the largest year-to-year increase, up 11.1 percent, followed by the Middle Atlantic Division, up 9.2 percent and the South Atlantic Division, up 4.0 percent. For the States published in table 6 of this report, Maryland showed the largest increase over last year, up 13.5 percent, followed by Massachusetts with an increase of 10.3 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $171.3 billion at the end of March, up 1.2 percent from February and 7.7 percent above March of last year.

Durable goods increased 2.5 percent from the previous month and 12.2 percent above March 1985. Nondurable goods inventories were little changed from the previous month but were 3.4 percent above March of last year.

The total inventories/sales ratio for March based on seasonally adjusted data was 1.48, up 0.03 from the previous month and 0.06 above March of last year.

Figure 1.

Retail Sales
Month – to – Month Percent Change*

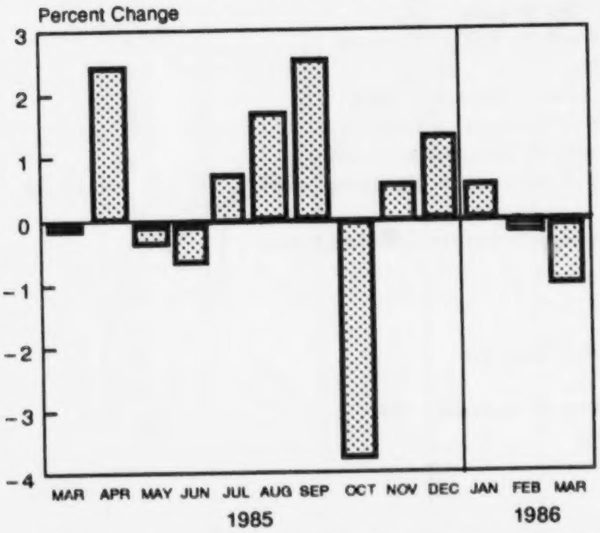
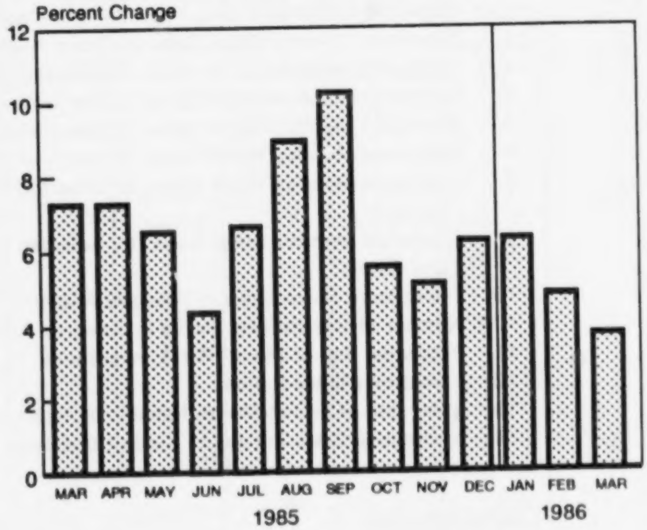


Figure 2.

Retail Sales
Year – to – Year Percent Change*



* (DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. **Estimated Monthly Retail Sales: January 1976 – March 1986**

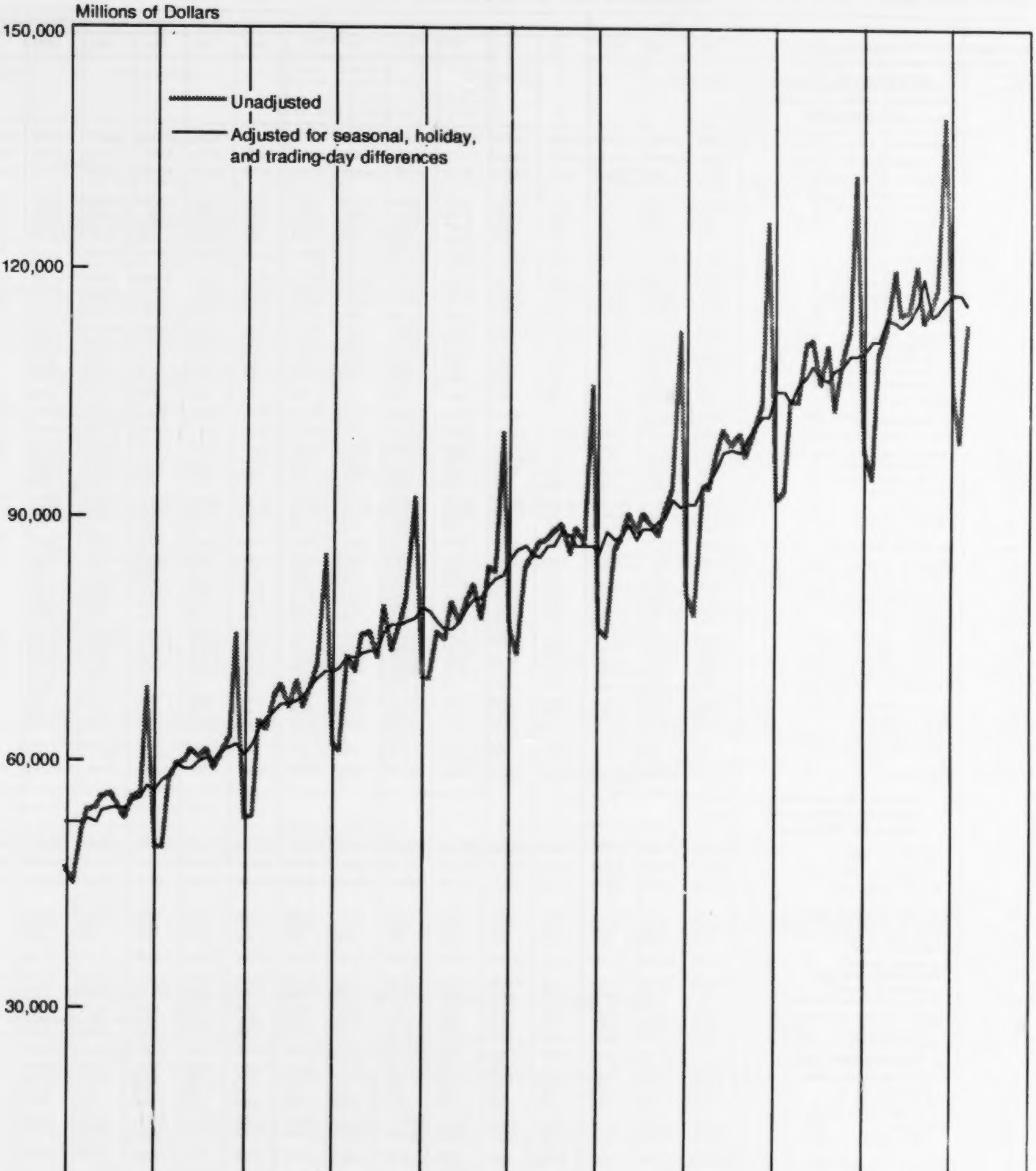

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986			1985										Total 3 mos.	
		Jan.	Feb.	Mar.[p]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	105,642	99,661	113,753	109,934	112,945	120,188	114,777	115,225	120,772	113,842	115,750	118,080	138,646	319,056	303,736
	Total (excl. auto. group)	81,831	76,333	87,721	83,336	85,109	90,353	87,005	87,134	92,265	85,298	90,743	94,957	115,553	245,885	232,731
	Durable goods, total	38,985	37,469	42,548	41,444	43,816	47,158	44,592	44,919	46,063	45,165	42,787	41,120	46,346	119,002	112,251
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,996	6,404	5,312	6,463	7,112	6,835	6,973	6,899	6,541	6,960	6,236	5,993	16,793	14,080
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,475	4,697	5,552	6,100	5,913	6,062	6,082	5,741	6,236	5,491	5,302	14,695	12,454
521,3	Bldg. mat., supply stores	4,036	3,694	4,601	3,886	4,595	5,051	4,927	5,100	5,113	4,857	5,212	4,538	4,218	12,330	10,230
525	Hardware stores	779	712	874	811	957	1,049	986	962	969	884	1,024	953	1,084	2,365	2,224
55 ex 554	Automotive dealers	23,811	23,328	26,032	26,598	27,836	29,835	27,772	28,091	28,507	28,544	25,007	23,103	23,083	73,171	71,006
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,175	24,688	25,732	27,670	25,629	25,883	26,333	26,519	22,811	20,938	21,054	67,949	65,859
551,2	Motor vehicle dealers	21,088	20,495	22,295	23,054	23,694	25,555	23,661	24,236	24,842	25,135	21,691	19,935	20,080	63,878	62,212
551	Motor veh. (franchised)	20,370	19,807	21,466	22,163	22,623	24,526	22,600	23,216	23,829	24,190	20,792	19,192	19,442	61,643	59,818
553	Auto & Home supply stores	1,759	1,606	1,857	1,910	2,104	2,165	2,143	2,208	2,174	2,025	2,196	2,165	2,039	5,222	5,146
57	Furniture, home furn. & equip strs	5,565	5,101	5,710	5,243	5,095	5,465	5,381	5,457	5,816	5,509	5,983	6,406	8,102	16,376	14,898
571	Furniture & home furn. stores	3,035	2,828	3,196	2,934	2,873	3,115	3,014	3,036	3,277	3,033	3,245	3,422	3,683	9,059	8,215
5712	Furniture stores	1,863	1,718	1,946	1,845	1,774	1,936	1,877	1,857	2,034	1,872	1,983	2,130	2,271	5,527	5,181
5722,32	Household appliance, radio & tv	2,105	1,896	2,073	1,934	1,871	1,981	2,004	2,057	2,138	2,058	2,298	2,533	3,675	6,074	5,619
5722	Household appliance stores	676	570	648	621	608	692	706	755	736	696	778	785	1,016	1,894	1,800
5944	Jewelry stores	704	755	791	698	688	898	775	711	793	759	819	1,065	2,677	2,250	2,021
	Nondurable goods, total	66,657	62,192	71,205	66,490	69,129	73,030	70,185	70,306	74,719	68,677	72,963	76,940	92,300	200,054	191,485
53	General mdse. group stores	9,383	9,550	12,699	11,811	12,331	13,236	12,343	11,488	13,513	12,027	13,217	16,422	24,720	31,632	30,159
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,911	11,115	11,585	12,484	11,648	10,814	12,761	11,357	12,522	15,647	23,376	29,720	28,353
531	Department stores	7,954	8,049	10,761	9,984	10,408	11,171	10,447	9,717	11,436	10,154	11,216	13,910	20,903	26,764	25,382
539	Misc. gen. mdse. stores	861	945	1,150	1,131	1,187	1,313	1,201	1,097	1,325	1,203	1,306	1,737	2,473	2,956	2,971
533	Variety stores	588	556	788	696	736	752	695	674	752	670	695	775	1,344	1,912	1,806
54	Food stores	23,948	21,813	24,176	23,149	22,731	24,368	23,601	24,148	24,837	22,753	23,709	24,297	25,409	69,937	66,345
541	Grocery stores	22,749	20,630	22,816	21,786	21,342	22,952	22,287	22,832	23,473	21,515	22,408	22,964	23,765	66,195	62,565
546	Retail bakeries	296	309	352	341	324	340	336	319	333	321	339	352	376	957	954
554	Gasoline service stations	8,067	7,122	7,208	7,947	8,348	8,794	8,774	9,070	9,005	8,380	8,647	8,285	8,618	22,397	22,846
56	Apparel & accessory stores	4,694	4,401	6,107	5,380	5,603	5,707	5,297	5,073	6,172	5,491	5,881	6,809	9,783	15,202	13,857
561	Mens & boys clothing, furnishings	563	511	670	579	660	696	664	567	645	600	691	854	1,342	1,744	1,617
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,545	2,284	2,323	2,388	2,162	2,180	2,509	2,380	2,534	2,835	3,963	6,427	5,867
562	Womens ready-to-wear	1,717	1,624	2,267	2,049	2,101	2,130	1,948	1,989	2,252	2,128	2,252	2,487	3,444	5,608	5,164
565	Family clothing stores	1,161	1,089	1,551	1,359	1,390	1,445	1,368	1,314	1,748	1,391	1,500	1,864	2,885	3,801	3,427
566	Shoe stores	740	703	1,028	924	986	956	876	774	988	892	898	948	1,190	2,471	2,329
58	Eating and drinking places	10,338	9,826	11,195	10,813	10,843	11,560	11,514	11,673	11,979	10,987	11,307	10,754	10,728	31,359	29,690
5812	Eating places	9,525	9,075	10,367	9,984	10,012	10,704	10,668	10,833	11,164	10,185	10,471	9,940	9,894	28,967	27,331
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,268	6,176	6,181	6,568	6,475	6,569	6,777	6,340	6,522	6,127	6,012	17,657	16,909
5812 pt.	Refreshment places	3,632	3,376	3,957	3,717	3,731	4,003	4,062	4,154	4,264	3,723	3,819	3,682	3,749	10,965	10,158
5813	Drinking pls. (alcoholic bev)	813	751	828	829	831	856	846	840	815	802	836	814	834	2,392	2,359
591	Drug & proprietary stores	3,828	3,619	3,984	3,683	3,703	3,803	3,675	3,726	3,866	3,595	3,863	3,832	5,186	11,431	10,765
592	Liquor stores	1,363	1,242	1,402	1,363	1,375	1,447	1,450	1,514	1,532	1,491	1,430	1,544	2,077	4,007	3,942
596	Nonstore retailers[1]	2,139	2,084	2,252	2,154	2,169	2,151	1,919	2,007	2,120	2,194	2,830	2,800	2,587	6,485	6,173
5961 pt.	Mail-order houses (department store merchandise)	280	238	287	384	397	384	317	341	357	336	457	494	461	785	1,006
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,800	25,583	26,249	27,953	26,476	25,253	29,166	26,367	28,627	33,946	50,546	72,589	67,936
	Adjusted for seasonal variations, holiday, and trading-day differences		See	note 3												
	Retail trade, total	117,349	117,200	116,165	111,899	114,316	114,232	113,889	114,430	116,276	119,118	114,785	115,433	116,861	350,714	334,445
	Total (excl. auto group)	91,022	91,160	91,334	86,815	88,214	88,046	87,520	88,280	88,954	89,328	89,720	90,144	90,697	273,516	259,446
	Durable goods, total	44,187	43,949	42,976	41,498	42,822	42,787	42,444	42,768	44,209	46,748	42,365	42,631	43,882	131,112	123,483
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,101	5,962	6,335	6,006	5,963	6,147	6,209	6,226	6,409	6,456	6,641	20,934	17,613
521,3	Bldg. mat., & supply stores	5,121	5,053	5,062	4,342	4,623	4,400	4,341	4,412	4,529	4,483	4,679	4,683	4,882	15,236	12,756
525	Hardware stores	927	953	977	901	933	900	894	906	937	936	1,012	941	940	2,857	2,672
55 ex 554	Automotive dealers	26,327	26,040	24,831	25,184	26,102	26,184	26,079	26,150	27,322	29,790	25,065	25,289	26,164	77,198	74,989
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	22,828	23,159	24,049	24,145	24,065	24,145	25,296	27,740	23,018	23,187	24,117	71,116	69,054
553	Auto & home supply stores	2,041	2,038	2,003	2,025	2,053	2,039	2,014	2,005	2,026	2,050	2,047	2,102	2,047	6,082	5,945
57	Furniture, home furn. & equip strs	5,969	5,971	6,047	5,491	5,466	5,670	5,571	5,590	5,677	5,796	5,884	5,909	6,012	17,987	16,310
571	Furniture & home furn. stores	3,253	3,300	3,329	3,019	2,980	3,081	3,057	3,085	3,118	3,137	3,123	3,160	3,211	9,882	8,916
5722,32	Household appliance, radio & tv	2,263	2,244	2,256	2,080	2,102	2,187	2,116	2,103	2,149	2,239	2,307	2,301	2,348	6,763	6,240
	Nondurable goods, total	73,162	73,251	73,189	70,501	71,494	71,445	71,155	71,662	72,067	72,370	72,430	72,802	72,979	219,602	210,962
53	General mdse. group stores	13,340	13,621	13,831	13,161	13,294	13,203	13,071	13,164	13,441	13,410	13,322	13,465	13,416	40,792	39,252
531	Department stores	11,330	11,532	11,697	11,069	11,191	11,128	11,008	11,131	11,345	11,270	11,295	11,430	11,416	34,559	33,036
533	Variety stores	768	747	797	758	760	752	746	733	737	775	726	721	723	2,312	2,248
539	Misc. gen. mdse stores	1,242	1,342	1,337	1,334	1,343	1,325	1,317	1,300	1,359	1,365	1,301	1,304	1,277	3,921	3,968
54	Food stores	24,337	24,261	24,405	23,073	23,412	23,371	23,377	23,505	23,521	23,828	23,787	24,043	24,250	73,003	69,384
541	Grocery stores	23,002	22,948	23,070	21,720	22,070	22,006	22,066	22,189	22,186	22,505	22,453	22,692	22,873	69,020	65,360
554	Gasoline service stations	8,421	8,186	7,603	8,270	8,588	8,464	8,428	8,477	8,432	8,388	8,420	8,420	8,499	24,210	24,640
56	Apparel & accessory stores	5,915	5,896	6,124	5,691	5,706	5,765	5,718	5,757	5,879	5,880	5,897	5,964	5,954	18,036	16,795
561	Mens & boys clothing, furnishings	695	730	748	684	701	700	680	678	687	684	697	704	704	2,174	2,076
562,3,8	Women's clothing, spec., furrier	2,498	2,482	2,532	2,355	2,356	2,383	2,392	2,441	2,487	2,497	2,470	2,493	2,505	7,522	6,963
566	Shoe stores	886	924	933	918	934	944	912	902	916	898	885	891	893	2,743	2,669
58	Eating & drinking places	11,274	11,256	11,297	10,802	10,908	10,989	10,987	10,860	10,960	11,009	11,107	11,110	11,003	33,826	32,037
591	Drug & proprietary stores	3,938	3,925	4,004	3,756	3,767	3,784	3,808	3,857	3,913	3,878	3,954	3,910	3,911	11,867	11,246
592	Liquor stores	1,503	1,469	1,529	1,475	1,486	1,474	1,467	1,466	1,462	1,591	1,465	1,482	1,495	4,521	4,430

[p] Preliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. **Percent Change in Estimated Monthly Retail Sales, by Kind of Business**

SIC code	Kind of business	Percent change in retail sales: Mar. 1986 from-- Mar.1985	Mar. 1986 from-- Feb.1986	3 mos. 1986 from 3 mos. 1985
	Data Not Adjusted[1]			
	Retail trade, total	+3.5	+14.1	+5.0
	Total (excl. auto. group)	+5.3	+14.9	+5.7
	Durable goods, total	+2.7	+13.6	+6.0
52	Building materials, hardware, garden supply, and mobile homes dealers	+20.6	+28.2	+19.4
521,3,5	Bldg. mat., supply, hardware stores	+16.6	+24.3	+18.0
521,3	Bldg. materials and supply stores	+18.4	+24.6	+20.5
523	Paint, glass, wallpaper stores*	+22.6	+16.1	+30.0
525	Hardware stores	+7.8	+22.8	+6.3
55 ex 554	Automotive dealers	-2.1	+11.6	+3.1
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	-2.1	+11.3	+3.2
551,2	Motor vehicle dealers	-3.3	+8.8	+2.7
551	Motor vehicle dlrs. (franchised)	-3.1	+8.4	+3.1
553	Auto and home supply stores	-2.8	+15.6	+1.5
57	Furniture, home furn., & equip. stores	+8.9	+11.9	+9.9
571	Furniture, and home furn. stores	+8.9	+13.0	+10.3
5712	Furniture stores	+5.5	+13.3	+6.7
5713	Floor covering stores*	+21.5	+14.4	+22.2
5722,32	Household appliance, radio & TV	+7.2	+9.3	+8.1
5722	Household appliance stores	+4.3	+13.7	+5.2
5732	Radio and television stores*	+8.5	+7.5	+9.5
5733	Music stores*	+17.6	+17.0	+16.8
5941	Sporting goods strs. & bicycle shops*	+.1	+20.9	+2.3
5942	Book stores*	-11.2	-12.5	-5.3
5944	Jewelry stores	+13.3	+4.8	+11.3
5946	Camera, photographic supply stores*	+5.1	+10.0	+3.8
5999 pt.	Optical goods stores*	+9.8	+17.1	+9.4
	Nondurable goods, total	+4.0	+14.5	+4.5
53	General merchandise group stores	+7.5	+33.0	+4.9
531,9	Dept. strs., misc. gen. mdse. strs	+7.2	+32.4	+4.8
531	Department stores	+7.8	+33.7	+5.4
539	Misc. general mdse. stores	+1.7	+21.7	-.5
533	Variety stores	+13.2	+41.7	+5.9
54	Food stores	+4.4	+10.8	+5.4
541	Grocery stores	+4.7	+10.6	+5.8
542	Meat and fish (seafood) markets*	-18.7	+11.9	-17.6
543	Fruit stores & vegetable markets*	+5.8	+19.8	+5.4
544	Candy, nut, confectionery stores*	+64.8	+25.0	+42.3
546	Retail bakeries	+3.2	+13.9	+.3
554	Gasoline service stations	-9.3	+1.2	-2.0
56	Apparel and accessory stores	+13.5	+38.6	+9.7
561	Men's & boy's clothing, furnishings	+15.7	+31.1	+7.9
562,3,8	Women's cloth., spec. strs., furriers	+11.4	+35.4	+9.5
562	Women's ready-to-wear stores	+10.6	+39.6	+8.6
565	Family clothing stores	+14.1	+42.4	+10.9
566	Shoe stores	+11.3	+46.2	+6.1

SIC code	Kind of business	Percent change in retail sales: Mar. 1986 from-- Mar.1985	Mar. 1986 from-- Feb.1986	3 mos. 1986 from 3 mos. 1985
58	Eating and drinking places	+3.5	+13.9	+5.6
5812	Eating places	+3.8	+14.2	+6.0
5812 pt.	Restaurants, lunchrooms, cafes	+1.5	+12.2	+4.4
5812 pt.	Refreshment places	+6.5	+17.2	+7.9
5813	Drinking places (alcoholic bevs.)	-.1	+10.3	+1.4
591	Drug & proprietary stores	+8.2	+10.1	+6.2
592	Liquor stores	+2.9	+12.9	+1.6
5943	Stationery stores*	+2.7	+1.6	-1.4
596	Nonstore retailers[2]	+4.5	+7.5	+5.1
5961 pt.	Mail-order houses (department store merchandise)	-21.2	+20.6	-22.0
598	Fuel and ice dealers*	-6.9	-20.2	-6.6
5983	Fuel and oil dealers*	-8.8	-18.9	-7.8
53,56,57, 594	GAF, total[3]	+8.7	+26.1	+6.8
	Data Adjusted[4]			
	Retail trade, total	+3.7	-.9	+4.9
	Total (ex. automotive group)	+5.2	+.2	+5.4
	Durable goods, total	+3.6	-2.2	+6.2
52	Building materials, hardware, garden supply, and mobile homes dealers	+19.3	+2.8	+18.9
521,3	Bldg. materials and supply stores	+16.6	+.2	+19.4
525	Hardware stores	+8.4	+2.5	+6.9
55 ex 554	Automotive dealers	-1.4	-4.6	+2.9
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	-1.4	-4.9	+3.0
553	Auto and home supply stores	-1.1	-1.7	+2.3
57	Furniture, home furn., & equip. stores	+10.1	+1.3	+10.3
571	Furniture and home furn. stores	+10.3	+.9	+10.8
5722,32	Hshd. appl., radio and TV stores	+8.5	+.5	+8.4
	Nondurable goods, total	+3.8	-.1	+4.1
53	General merchandise group stores	+5.1	+1.5	+3.9
531	Department stores	+5.7	+1.4	+4.6
533	Variety stores	+5.1	+6.7	+2.8
539	Misc. general mdse. stores	+.2	-.4	-1.2
54	Food stores	+5.8	+.6	+5.2
541	Grocery stores	+6.2	+.5	+5.6
554	Gasoline service stations	-8.1	-7.1	-1.7
56	Apparel and accessory stores	+7.6	+2.1	+7.4
561	Men's & boy's clothing, furnishings	+7.9	+2.6	+4.7
562,3,8	Women's cloth., spec. strs., furriers	+7.5	+1.6	+8.0
566	Shoe stores	+1.6	+1.0	+2.8
58	Eating and drinking places	+4.6	+.4	+5.6
591	Drug & proprietary stores	+6.5	+2.0	+5.5
592	Liquor stores	+3.7	+2.7	+2.1

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.

[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. **Month-to-Month and Long-Term Percent Changes in Retail Sales**

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change: Mar.1986 from Feb.1986	Feb.1986 from Jan.1986	Jan.1986 from Dec.1985	Three-month percent change: Jan.1986 through Mar.1986 from-- Oct.1985 through Dec.1985	Jan.1985 through Mar.1985	Average monthly rates of change: Mar.1986 from Dec.1985 (3-mo. span)	Mar.1986 from Sept.1985 (6-mo. span)	Mar.1986 from Mar.1985 (12-mo. span)
Retail trade, total	-.9	-.1	+.4	+1.0	+4.9	-.2	-.4	+.3
Durable goods, total	-2.2	-.5	+.7	+1.7	+6.2	-.7	-1.3	+.4
Nondurable goods, total	-.1	+.1	+.3	+.6	+4.1	+.1	+.2	+.3

Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986			1985										Percent change		
															Mar. 1986 from--		3 mo 1986 from 3 mo 1985
		Jan.	Feb.	Mar.^{p}	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1985	Feb. 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,076	37,256	37,451	40,044	38,011	37,327	40,626	36,963	39,527	44,041	56,786	+4.9	+19.5	+4.8
	Durable goods, total	2,679	2,554	3,116	2,945	3,170	3,538	3,371	3,284	3,380	3,138	3,346	3,717	5,246	+5.8	+22.0	+6.2
553	Auto and home supply stores	361	341	413	382	410	431	417	423	426	409	455	454	437	+8.1	+21.1	+7.9
	Nondurable goods, total	31,847	30,149	35,960	34,311	34,281	36,506	34,640	34,043	37,246	33,825	36,181	40,324	51,540	+4.8	+19.3	+4.6
53	General mdse. group stores	8,708	8,911	11,900	11,003	11,432	12,316	11,488	10,636	12,553	11,140	12,239	15,387	23,218	+8.2	+33.5	+5.4
531	Department stores	7,628	7,731	10,344	9,572	9,983	10,706	10,025	9,318	10,987	9,738	10,740	13,333	20,031	+8.1	+33.8	+5.7
533	Variety stores	461	444	659	592	628	652	588	560	632	573	582	660	1,167	+11.3	+48.4	+3.5
539	Misc. general mdse. stores	619	736	897	839	821	958	875	758	934	829	917	1,394	2,020	+6.9	+21.9	+3.8
54	Food stores	13,401	12,073	13,406	13,010	12,592	13,574	12,943	13,140	13,570	12,408	12,979	13,516	14,177	+3.0	+11.0	+4.4
541	Grocery stores	13,235	11,904	13,214	12,843	12,423	13,418	12,787	12,987	13,413	12,260	12,822	13,340	13,880	+2.9	+11.0	+4.4
56	Apparel and accessory stores	1,743	1,726	2,551	2,157	2,239	2,239	2,134	2,003	2,607	2,212	2,351	2,849	4,234	+18.3	+47.8	+14.6
562,3,8	Women's clothing, spec., furs	785	788	1,125	953	982	982	942	939	1,092	981	1,049	1,260	1,840	+17.3	+42.8	+16.0
562	Women's ready-to-wear	768	769	1,099	937	958	958	918	917	1,065	958	1,023	1,233	1,798	+17.3	+42.9	+16.2
565	Family clothing stores	453	438	646	574	586	604	572	533	766	592	635	823	1,274	+12.5	+47.5	+11.5
566	Shoe stores	356	352	560	443	482	459	425	373	519	438	457	495	661	+26.4	+59.1	+15.5
5812	Eating places	2,268	2,125	2,483	2,398	2,307	2,459	2,458	2,494	2,586	2,386	2,436	2,379	2,405	+3.5	+16.8	+5.9
591	Drug and proprietary stores	2,083	1,939	2,216	2,066	2,042	2,150	2,074	2,099	2,195	2,016	2,122	2,147	3,174	+7.3	+14.3	+4.0
	Adjusted for seasonal variations, holiday, and trading-day differences		See	note 1													
	Retail trade, total	40,077	40,282	40,432	38,776	39,162	39,182	39,038	39,217	39,604	39,717	39,664	40,028	40,234	+4.3	+.4	+4.3
553	Auto and home supply stores	424	437	435	402	402	403	399	394	402	418	419	429	423	+8.2	-.5	+8.2
53	General mdse. group stores	12,454	12,724	12,910	12,242	12,376	12,265	12,142	12,248	12,504	12,447	12,394	12,558	12,500	+5.5	+1.5	+4.4
531	Department stores	10,851	11,060	11,195	10,600	10,769	10,653	10,542	10,661	10,889	10,808	10,827	10,974	10,940	+5.6	+1.2	+4.8
533	Variety stores	640	607	673	646	649	642	636	624	625	664	616	606	609	+4.2	+10.9	+.5
541	Grocery stores	13,156	13,125	13,240	12,653	12,820	12,840	12,890	12,858	12,738	13,043	12,925	13,015	13,181	+4.6	+.9	+4.2
56	Apparel and accessory stores	2,435	2,497	2,525	2,263	2,294	2,289	2,308	2,328	2,380	2,373	2,403	2,448	2,423	+11.6	+1.1	+11.7
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,108	992	1,002	994	1,024	1,043	1,037	1,058	1,059	1,100	1,077	+11.8	-.2	+13.7
566	Shoe stores	452	477	488	432	444	450	455	450	472	451	461	452	459	+13.0	+2.3	+9.5
591	Drug and proprietary stores	2,207	2,169	2,212	2,143	2,107	2,146	2,149	2,191	2,247	2,198	2,227	2,164	2,189	+3.2	+2.0	+2.6

^{p}Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business).Group totals include kinds of business not shown separately.

Figure 4.

Percent Change in Retail Sales: March 1986 From March 1985

(Based on data
NOT ADJUSTED for
seasonal Variations, holiday
or trading – day differences)

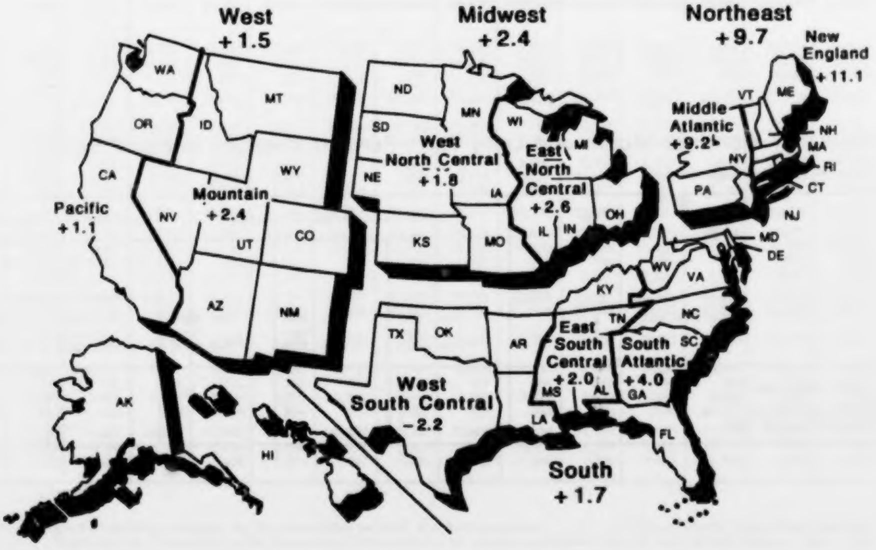

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Table 4. Estimated Retail Sales, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	110,511	111,935	111,999	114,316	114,232	113,599	114,430	116,276	119,118	114,785	115,433	116,861
	Total (excl. auto. group)	85,848	86,783	86,815	88,214	88,048	87,520	88,280	88,954	89,328	89,720	90,144	90,697
	Durable goods, total	40,644	41,341	41,498	42,822	42,787	42,444	42,768	44,209	46,748	42,355	42,631	43,882
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,335	6,005	5,963	6,147	6,209	6,226	6,409	6,456	6,641
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,623	4,400	4,341	4,412	4,529	4,493	4,679	4,683	4,882
525	Hardware stores	893	878	901	933	900	894	906	937	936	1,012	941	940
55ex.554	Automotive dealers	24,663	25,152	25,184	26,102	26,184	26,079	26,150	27,322	29,790	25,065	25,289	26,164
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	24,145	24,065	24,145	25,296	27,740	23,018	23,187	24,117
553	Auto & home supply stores	1,962	1,958	2,025	2,053	2,039	2,014	2,005	2,026	2,050	2,047	2,102	2,047
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,466	5,670	5,571	5,590	5,677	5,796	5,884	5,909	6,012
571	Furniture & home furn. stores	2,867	3,030	3,019	2,980	3,081	3,057	3,085	3,118	3,137	3,123	3,160	3,211
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,102	2,187	2,116	2,103	2,149	2,239	2,307	2,301	2,348
	Nondurable goods, total	69,867	70,594	70,501	71,494	71,445	71,155	71,662	72,067	72,370	72,430	72,802	72,979
53	General mdse. group stores	12,888	13,203	13,161	13,294	13,203	13,071	13,164	13,441	13,410	13,322	13,455	13,416
531	Department stores	10,837	11,130	11,069	11,191	11,126	11,008	11,131	11,345	11,270	11,295	11,430	11,416
533	Variety stores	733	757	758	760	752	746	733	737	775	726	721	723
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,343	1,325	1,317	1,300	1,359	1,365	1,301	1,304	1,277
54	Food stores	23,123	23,188	23,073	23,412	23,371	23,377	23,505	23,521	23,828	23,787	24,043	24,250
541	Grocery stores	21,794	21,846	21,720	22,070	22,006	22,066	22,189	22,186	22,505	22,453	22,692	22,873
554	Gasoline service stations	8,214	8,156	8,270	8,588	8,464	8,428	8,477	8,432	8,388	8,420	8,420	8,499
56	Apparel & accessory stores	5,472	5,632	5,691	5,706	5,765	5,718	5,757	5,879	5,890	5,897	5,964	5,954
561	Men's & boys' clothing, furnishings	694	688	694	701	700	680	678	687	684	697	704	704
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,383	2,392	2,441	2,487	2,497	2,470	2,493	2,505
566	Shoe stores	867	884	918	934	944	912	902	916	898	885	891	893
58	Eating & drinking places	10,576	10,659	10,802	10,908	10,989	10,987	10,950	10,950	11,009	11,107	11,110	11,003
591	Drug & proprietary stores	3,714	3,774	3,758	3,767	3,784	3,808	3,857	3,913	3,878	3,954	3,910	3,911
592	Liquor stores	1,494	1,461	1,475	1,486	1,474	1,457	1,466	1,462	1,591	1,465	1,482	1,495

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 5. Estimated Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	38,271	38,733	38,776	39,162	39,182	39,038	39,217	39,604	39,717	39,664	40,028	40,234
553	Auto & home supply stores	400	396	402	402	403	399	394	402	418	419	429	423
53	General mdse. group stores	11,986	12,268	12,242	12,376	12,265	12,142	12,248	12,504	12,447	12,394	12,558	12,500
531	Department stores	10,365	10,634	10,600	10,769	10,653	10,542	10,661	10,889	10,808	10,827	10,974	10,940
533	Variety stores	624	641	646	649	642	636	624	625	664	616	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,840	12,890	12,858	12,738	13,043	12,925	13,015	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,294	2,289	2,308	2,328	2,380	2,373	2,403	2,448	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,002	994	1,024	1,043	1,037	1,058	1,059	1,100	1,077
566	Shoe stores	428	434	432	444	450	455	450	472	451	461	452	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,107	2,146	2,149	2,191	2,247	2,198	2,227	2,164	2,189

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986			1985										Percent change		
														Mar. 1986 from--		3 mos. 1986 from 3 mos. 1985
	Jan.	Feb.	Mar.[p]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1985	Feb. 1986	
Northeast																
Retail trade, total	23,451	21,903	25,125	22,894	23,818	25,708	24,606	24,514	25,653	24,635	25,444	26,203	30,788	+9.7	+14.7	+9.7
Durable goods, total	8,076	7,841	9,222	7,790	8,580	9,583	9,130	9,106	9,214	9,394	8,982	8,780	9,792	+18.4	+17.6	+18.9
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,167	870	1,128	1,344	1,361	1,384	1,363	1,297	1,422	1,332	1,213	+34.1	+21.8	+33.9
Automotive dealers	4,771	4,768	5,689	4,821	5,413	5,945	5,509	5,558	5,492	5,839	5,102	4,656	4,456	+18.0	+19.3	+20.8
Furniture, home furn. and equipment stores	1,207	1,180	1,303	1,106	1,081	1,199	1,169	1,190	1,263	1,197	1,353	1,500	1,863	+17.8	+10.4	+15.5
Nondurable goods, total	15,375	14,062	15,903	15,104	15,238	16,125	15,476	15,408	16,439	15,241	16,462	17,423	20,994	+5.3	+13.1	+5.1
General mdse. group stores	1,761	1,857	2,460	2,272	2,438	2,685	2,450	2,168	2,658	2,440	2,740	3,435	5,125	+8.3	+32.5	+3.7
Department stores	1,487	1,552	2,101	1,928	2,056	2,309	2,101	1,830	2,260	2,068	2,354	2,969	4,395	+9.0	+35.4	+4.5
Food stores	5,392	4,844	5,368	4,953	4,829	5,246	5,123	5,297	5,438	4,995	5,266	5,350	5,588	+8.4	+10.8	+8.5
Grocery stores	5,049	4,500	4,962	4,518	4,387	4,808	4,716	4,901	5,037	4,632	4,878	4,969	5,137	+9.8	+10.3	+10.4
Gasoline service stations	1,650	1,449	1,459	1,603	1,639	1,683	1,666	1,735	1,749	1,596	1,669	1,619	1,720	-9.0	+.7	-1.1
Apparel & accessory stores	1,163	1,081	1,510	1,312	1,424	1,510	1,351	1,204	1,529	1,407	1,575	1,778	2,461	+15.1	+39.7	+8.9
Eating & drinking places	2,276	2,098	2,358	2,317	2,391	2,568	2,618	2,724	2,753	2,513	2,595	2,452	2,459	+1.8	+12.4	+5.1
Drug & proprietary stores	785	751	843	789	787	800	769	763	788	754	802	792	1,026	+6.8	+12.3	+4.2
GAF, total[1]	4,919	4,871	6,112	5,408	5,646	6,223	5,796	5,292	6,317	5,842	6,511	7,803	11,443	+13.0	+25.5	+8.5
Midwest[2]																
Retail trade, total	24,301	23,176	26,702	26,078	27,589	29,583	27,981	27,866	29,113	27,613	28,074	28,476	32,369	+2.4	+15.2	+4.3
Durable goods, total	8,665	8,620	9,996	9,806	10,927	11,692	10,988	10,969	11,169	10,930	10,134	9,633	10,510	+1.9	+16.0	+5.8
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,229	1,101	1,444	1,708	1,600	1,615	1,592	1,520	1,647	1,457	1,300	+11.6	+30.1	+9.6
Automotive dealers	5,582	5,775	6,604	6,676	7,381	7,766	7,218	7,200	7,195	7,233	6,077	5,587	5,513	-1.1	+14.4	+4.1
Furniture, home furn, and equipment stores	1,225	1,075	1,260	1,110	1,130	1,142	1,128	1,162	1,288	1,224	1,372	1,463	1,855	+13.5	+17.2	+17.1
Nondurable goods, total	15,636	14,556	16,706	16,272	16,662	17,891	16,993	16,897	17,944	16,683	17,940	18,843	21,859	+2.7	+14.8	+3.4
General mdse. group stores	2,384	2,324	3,187	3,018	3,198	3,393	3,125	2,955	3,469	3,051	3,404	4,183	6,098	+5.6	+37.1	+4.2
Department stores	2,098	2,039	2,810	2,637	2,766	2,950	2,730	2,572	3,044	2,676	2,996	3,706	5,419	+6.6	+37.8	+5.0
Food stores	5,353	4,870	5,350	5,233	5,181	5,707	5,372	5,435	5,625	5,183	5,375	5,536	5,723	+2.2	+9.9	+3.8
Grocery stores	5,132	4,648	5,090	4,947	4,902	5,398	5,093	5,152	5,305	4,922	5,114	5,253	5,399	+2.9	+9.5	+4.5
Gasoline service stations	2,211	1,913	1,888	2,224	2,381	2,550	2,526	2,582	2,502	2,392	2,527	2,402	2,446	-15.1	-1.3	-8.3
Apparel & accessory stores	1,018	897	1,305	1,131	1,202	1,192	1,125	1,100	1,343	1,160	1,303	1,516	2,108	+15.4	+45.5	+11.6
Eating & drinking places	2,220	2,254	2,556	2,318	2,321	2,595	2,614	2,525	2,639	2,510	2,587	2,443	2,270	+10.3	+13.4	+10.9
Drug & proprietary stores	992	931	1,001	945	944	968	952	960	994	930	986	967	1,306	+5.9	+7.5	+4.8
GAF, total[1]	5,179	4,838	6,352	5,842	6,152	6,463	6,112	5,904	6,853	6,080	6,755	7,994	11,642	+8.7	+31.3	+8.0
South																
Retail trade, total	35,370	33,284	38,175	37,553	38,226	39,910	38,028	38,504	40,360	37,610	38,052	38,711	46,050	+1.7	+14.7	+3.6
Durable goods, total	13,649	12,834	14,375	14,785	15,304	16,087	15,205	15,578	16,018	15,397	14,627	13,911	15,815	-2.8	+12.0	+1.5
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,664	2,180	2,564	2,672	2,488	2,615	2,492	2,396	2,554	2,258	2,271	+22.2	+36.8	+19.8
Automotive dealers	8,405	7,901	8,444	9,513	9,608	10,089	9,476	9,747	10,095	9,853	8,705	7,957	8,051	-11.2	+6.9	-4.9
Furniture, home furn. and equipment stores	1,869	1,722	1,929	1,808	1,732	1,921	1,894	1,883	2,005	1,863	1,950	2,101	2,651	+6.7	+12.0	+8.6
Nondurable goods, total	21,721	20,450	23,800	22,768	22,922	23,823	22,823	22,926	24,342	22,213	23,425	24,800	30,235	+4.5	+16.4	+5.0
General mdse. group stores	3,192	3,300	4,504	4,152	4,249	4,508	4,184	3,939	4,569	4,004	4,367	5,477	8,512	+8.5	+36.5	+5.7
Department stores	2,604	2,676	3,665	3,371	3,450	3,632	3,388	3,204	3,722	3,234	3,551	4,404	6,794	+8.7	+37.0	+6.9
Food stores	8,138	7,476	8,339	8,023	7,869	8,283	8,098	8,300	8,511	7,866	8,096	8,322	8,626	+3.9	+11.5	+4.6
Grocery stores	7,859	7,208	8,035	7,699	7,540	7,971	7,806	8,003	8,217	7,587	7,798	8,015	8,270	+4.4	+11.5	+4.9
Gasoline service stations	2,624	2,293	2,318	2,501	2,663	2,755	2,787	2,892	2,861	2,635	2,685	2,584	2,733	-7.3	+1.1	+2.4
Apparel & accessory stores	1,514	1,448	2,081	1,849	1,858	1,825	1,665	1,624	1,986	1,745	1,799	2,077	3,164	+12.5	+43.7	+9.4
Eating & drinking places	3,324	3,130	3,629	3,548	3,643	3,767	3,614	3,631	3,734	3,369	3,507	3,379	3,407	+2.3	+15.9	+3.7
Drug & proprietary stores	1,281	1,229	1,360	1,194	1,191	1,222	1,166	1,187	1,241	1,136	1,265	1,275	1,714	+13.9	+10.7	+11.0
GAF, total[1]	7,512	7,370	9,490	8,770	8,859	9,271	8,697	8,377	9,595	8,568	9,171	10,930	16,771	+8.2	+28.8	+7.0
West																
Retail trade, total	22,520	21,298	23,751	23,409	23,312	24,987	24,162	24,341	25,646	23,984	24,180	24,670	29,441	+1.5	+11.5	+3.6
Durable goods, total	8,595	8,174	8,955	9,063	9,005	9,796	9,269	9,266	9,652	9,444	9,044	8,796	10,229	-1.2	+9.6	+2.6
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,344	1,161	1,327	1,388	1,386	1,359	1,452	1,328	1,327	1,189	1,209	+15.8	+17.4	+16.9
Automotive dealers	5,053	4,884	5,295	5,588	5,434	6,035	5,569	5,586	5,725	5,619	5,123	4,903	5,073	-5.2	+8.4	+.7
Furniture, home furn. and equipment stores	1,264	1,124	1,218	1,219	1,152	1,203	1,190	1,222	1,260	1,225	1,308	1,342	1,733	-.1	+8.4	+.8
Nondurable goods, total	13,925	13,124	14,796	14,346	14,307	15,191	14,893	15,075	15,994	14,540	15,136	15,874	19,212	+3.1	+12.7	+4.2
General mdse. group stores	2,046	2,069	2,548	2,369	2,446	2,650	2,584	2,426	2,817	2,532	2,706	3,327	4,985	+7.6	+23.2	+5.5
Department stores	1,765	1,782	2,185	2,048	2,130	2,280	2,228	2,111	2,410	2,176	2,315	2,831	4,295	+6.7	+22.6	+4.7
Food stores	5,065	4,623	5,119	4,940	4,852	5,132	5,008	5,116	5,263	4,709	4,972	5,089	5,472	+3.6	+10.7	+5.4
Grocery stores	4,709	4,274	4,729	4,621	4,513	4,777	4,672	4,776	4,914	4,374	4,618	4,727	4,959	+2.3	+10.6	+4.1
Gasoline service stations	1,582	1,467	1,543	1,619	1,665	1,806	1,795	1,861	1,893	1,757	1,766	1,680	1,719	-4.7	+5.2	-.6
Apparel & accessory stores	999	975	1,211	1,088	1,119	1,180	1,156	1,145	1,315	1,179	1,204	1,438	2,050	+11.3	+24.2	+9.2
Eating & drinking paces	2,518	2,344	2,652	2,630	2,488	2,630	2,668	2,793	2,853	2,595	2,618	2,480	2,592	+.8	+13.1	+4.1
Drug & proprietary stores	770	708	780	755	781	813	788	816	843	775	810	798	1,140	+3.3	+10.2	+2.3
GAF, total[1]	5,133	4,967	5,846	5,563	5,592	5,996	5,871	5,680	6,401	5,877	6,190	7,219	10,692	+5.1	+17.7	+3.9

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. **Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions**

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986			1985										Percent change: Mar. 1986 from--		Percent change: 3 mos. 1986 from 3 mos. 1985
	Jan.	Feb.	Mar.^{p}	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1985	Feb. 1986	
New England	**7,150**	**6,664**	**7,552**	**6,796**	**6,941**	**7,492**	**7,353**	**7,361**	**7,729**	**7,461**	**7,777**	**7,811**	**9,108**	**+11.1**	**+13.3**	**+11.9**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,843	4,560	4,534	4,793	4,561	4,638	4,965	4,517	5,008	5,289	6,266	+6.2	+11.7	+7.5
Gen. mdse. group stores	513	539	723	653	710	753	692	621	775	695	767	971	1,471	+10.7	+34.1	+6.4
Department stores	407	411	571	519	551	614	566	502	619	549	622	782	1,179	+10.0	+38.9	+6.1
Food stores	1,534	1,360	1,506	1,399	1,366	1,559	1,510	1,582	1,644	1,441	1,557	1,536	1,562	+7.6	+10.7	+8.7
GAF, total[1]	1,238	1,261	1,621	1,406	1,463	1,615	1,538	1,393	1,714	1,543	1,710	2,059	3,070	+15.3	+28.5	+10.3
Middle Atlantic	**16,301**	**15,239**	**17,573**	**16,098**	**16,877**	**18,216**	**17,253**	**17,153**	**17,924**	**17,174**	**17,667**	**18,392**	**21,678**	**+9.2**	**+15.3**	**+8.7**
Durable goods, total	5,706	5,513	6,513	5,554	6,173	6,884	6,338	6,383	6,450	6,450	6,213	6,258	6,950	+17.3	+18.1	+17.9
Automotive dealers	3,311	3,257	3,929	3,392	3,832	4,235	3,774	3,834	3,785	3,916	3,463	3,236	3,089	+15.8	+20.6	+19.5
Nondurable goods, total	10,595	9,726	11,060	10,544	10,704	11,332	10,915	10,770	11,474	10,724	11,454	12,134	14,728	+4.9	+13.7	+4.1
Gen. mdse. group stores	1,248	1,318	1,737	1,619	1,728	1,932	1,758	1,547	1,883	1,745	1,973	2,464	3,654	+7.3	+31.8	+2.6
Department stores	1,080	1,141	1,530	1,409	1,505	1,695	1,535	1,328	1,641	1,519	1,732	2,187	3,216	+8.6	+34.1	+3.9
Food stores	3,858	3,484	3,862	3,554	3,463	3,687	3,613	3,715	3,794	3,554	3,709	3,814	4,026	+8.7	+10.8	+8.4
Gasoline service stations	1,103	956	971	1,132	1,173	1,189	1,174	1,208	1,218	1,092	1,118	1,077	1,152	-14.2	+1.6	-6.7
Apparel & accessory strs.	869	792	1,114	980	1,081	1,138	1,020	909	1,141	1,063	1,175	1,309	1,856	+13.7	+40.7	+6.9
Eating & drinking places	1,498	1,393	1,575	1,606	1,617	1,750	1,799	1,828	1,873	1,747	1,737	1,646	1,676	-1.9	+13.1	+.4
Drug & proprietary stores	588	553	623	550	568	586	562	565	575	551	595	581	747	+13.3	+12.7	+10.5
GAF, total[1]	3,681	3,610	4,491	4,002	4,183	4,608	4,258	3,899	4,603	4,299	4,801	5,744	8,373	+12.2	+24.4	+7.9
East North Central	**16,969**	**16,300**	**18,762**	**18,279**	**19,351**	**20,597**	**19,732**	**19,611**	**20,400**	**19,370**	**19,546**	**19,931**	**22,888**	**+2.6**	**+15.1**	**+4.9**
Durable goods, total	5,975	6,021	6,914	6,783	7,606	7,961	7,603	7,644	7,649	7,568	6,937	6,632	7,441	+1.9	+14.8	+6.4
Automotive dealers	3,879	4,047	4,589	4,615	5,118	5,272	5,017	5,041	4,930	5,029	4,158	3,808	3,883	-.6	+13.4	+5.0
Furniture, home furn. strs.	843	764	905	803	847	837	831	856	946	881	968	1,068	1,326	+12.7	+18.5	+16.6
Nondurable goods, total	10,994	10,279	11,848	11,496	11,745	12,636	12,129	11,967	12,751	11,802	12,608	13,299	15,447	+3.1	+15.3	+4.0
Gen. mdse. group stores	1,661	1,616	2,232	2,124	2,252	2,374	2,199	2,063	2,415	2,136	2,405	2,961	4,313	+5.1	+38.1	+3.9
Department stores	1,480	1,443	2,002	1,885	1,979	2,090	1,941	1,816	2,145	1,900	2,146	2,672	3,878	+6.2	+38.7	+4.7
Food stores	3,647	3,325	3,672	3,576	3,557	3,947	3,733	3,751	3,912	3,542	3,642	3,757	3,893	+2.7	+10.4	+3.7
Gasoline service stations	1,547	1,347	1,312	1,580	1,628	1,711	1,750	1,790	1,743	1,666	1,724	1,615	1,671	-17.0	-2.6	-9.1
Apparel & accessory strs.	758	661	957	851	894	904	861	817	1,003	867	957	1,141	1,576	+12.5	+44.8	+11.2
Eating & drinking places	1,574	1,640	1,869	1,676	1,683	1,914	1,934	1,836	1,922	1,823	1,853	1,777	1,600	+11.5	+14.0	+12.4
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,525	4,183	4,428	4,629	4,421	4,241	4,900	4,359	4,834	5,789	8,405	+8.2	+31.7	+8.0
West North Central	**7,332**	**6,876**	**7,940**	**7,799**	**8,238**	**8,986**	**8,249**	**8,255**	**8,713**	**8,243**	**8,529**	**8,545**	**9,481**	**+1.8**	**+15.5**	**+3.0**
Durable goods, total	2,690	2,599	3,082	3,023	3,321	3,731	3,385	3,325	3,520	3,362	3,197	3,001	3,069	+2.0	+18.6	+4.6
Automotive dealers	1,703	1,728	2,015	2,061	2,263	2,494	2,201	2,159	2,265	2,204	1,919	1,779	1,630	-2.2	+16.6	+2.0
Nondurable goods, total	4,642	4,277	4,858	4,776	4,917	5,255	4,864	4,930	5,193	4,881	5,332	5,544	6,412	+1.7	+13.6	+2.0
Gen. mdse. group stores	723	708	955	894	946	1,019	926	892	1,054	915	999	1,222	1,785	+6.8	+34.9	+4.9
Department stores	618	596	808	752	787	860	789	756	899	776	850	1,034	1,541	+7.4	+35.6	+5.8
Food stores	1,706	1,545	1,678	1,657	1,624	1,760	1,639	1,684	1,713	1,641	1,733	1,779	1,830	+1.3	+8.6	+4.0
Gasoline service stations	664	566	576	644	753	839	776	792	759	726	803	787	775	-10.6	+1.8	-6.4
Apparel & accessory strs.	260	236	348	280	308	288	264	283	340	293	346	375	532	+24.3	+47.5	+12.5
GAF, total[1]	1,510	1,403	1,827	1,659	1,724	1,834	1,691	1,663	1,953	1,721	1,921	2,205	3,237	+10.1	+30.2	+8.0
South Atlantic	**18,748**	**17,664**	**20,212**	**19,433**	**19,870**	**20,528**	**19,483**	**19,726**	**20,771**	**19,474**	**19,919**	**20,258**	**24,042**	**+4.0**	**+14.4**	**+5.4**
Durable goods, total	7,844	7,377	8,199	8,084	8,460	8,836	8,275	8,548	8,798	8,518	8,191	7,881	8,855	+1.4	+11.1	+4.7
Automotive dealers	4,825	4,576	4,860	5,257	5,330	5,626	5,203	5,437	5,618	5,527	4,963	4,582	4,507	-7.6	+6.2	-2.6
Furniture, home furn. strs.	1,015	958	1,059	977	918	1,015	1,009	992	1,064	987	1,058	1,183	1,461	+8.4	+10.5	+10.5
Nondurable goods, total	10,904	10,287	12,013	11,349	11,410	11,692	11,208	11,178	11,973	10,956	11,728	12,377	15,187	+5.9	+16.8	+5.8
Gen. mdse. group stores	1,564	1,642	2,219	2,040	2,103	2,212	2,053	1,887	2,232	1,958	2,149	2,749	4,327	+8.8	+35.1	+5.4
Department stores	1,250	1,303	1,779	1,633	1,676	1,749	1,638	1,507	1,789	1,577	1,735	2,170	3,393	+8.9	+36.5	+6.0
Food stores	4,024	3,635	4,103	3,986	3,879	4,014	3,920	4,002	4,137	3,812	4,009	4,116	4,250	+2.9	+12.9	+3.9
Gasoline service stations	1,431	1,263	1,291	1,309	1,389	1,411	1,381	1,457	1,495	1,387	1,431	1,356	1,445	-1.4	+2.2	+6.2
Apparel & accessory strs.	717	687	1,016	857	892	845	787	760	914	805	872	994	1,513	+18.6	+47.9	+11.4
GAF, total[1]	3,805	3,786	4,832	4,378	4,486	4,569	4,317	4,106	4,728	4,223	4,631	5,578	8,551	+10.4	+27.6	+8.4
East South Central	**5,536**	**5,162**	**5,975**	**5,857**	**5,991**	**6,350**	**6,119**	**6,401**	**6,619**	**6,184**	**6,370**	**6,338**	**7,364**	**+2.0**	**+15.7**	**+5.5**
Durable goods, total	1,917	1,853	2,148	2,085	2,147	2,308	2,239	2,424	2,470	2,378	2,312	2,100	2,288	+3.0	+15.9	+9.4
Nondurable goods, total	3,619	3,309	3,927	3,772	3,834	4,042	3,880	3,977	4,149	3,806	4,058	4,238	5,076	+1.5	+15.7	+3.5
Gen. mdse. group stores	544	556	791	705	728	771	732	707	807	710	787	1,006	1,506	+12.2	+42.3	+11.2
Department stores	422	424	610	551	577	591	562	538	617	536	595	772	1,134	+10.7	+43.9	+10.5
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,469	1,305	1,318	1,423	1,365	1,373	1,555	1,376	1,491	1,791	2,681	+12.6	+35.0	+14.9
West South Central	**11,086**	**10,458**	**11,988**	**12,263**	**12,375**	**13,032**	**12,426**	**12,377**	**12,970**	**11,952**	**11,763**	**12,115**	**14,644**	**-2.2**	**+14.6**	**-.1**
Durable goods, total	3,888	3,604	4,028	4,616	4,697	4,943	4,691	4,606	4,750	4,501	4,124	3,930	4,672	-12.7	+11.8	-7.8
Automotive dealers	2,308	2,086	2,145	2,833	2,857	2,941	2,827	2,756	2,884	2,784	2,337	2,143	2,283	-24.3	+2.8	-14.5
Nondurable goods, total	7,198	6,854	7,960	7,647	7,678	8,089	7,735	7,771	8,220	7,451	7,639	8,185	9,972	+4.1	+16.1	+4.4
Gen. mdse. group stores	1,084	1,102	1,494	1,407	1,418	1,525	1,399	1,345	1,530	1,336	1,431	1,722	2,679	+6.2	+35.6	+3.5
Department stores	932	949	1,276	1,187	1,197	1,292	1,188	1,159	1,316	1,121	1,221	1,462	2,267	+7.5	+34.5	+6.6
Food stores	2,783	2,664	2,932	2,731	2,696	2,877	2,817	2,904	2,956	2,728	2,747	2,871	2,981	+7.4	+10.1	+7.4
Apparel & accessory strs.	601	566	769	722	702	710	638	621	774	692	666	776	1,194	+6.5	+35.9	+7.4
GAF, total[1]	2,596	2,496	3,189	3,087	3,055	3,279	3,015	2,898	3,312	2,969	3,049	3,561	5,539	+3.3	+27.8	+2.0
Mountain	**5,719**	**5,353**	**5,910**	**5,770**	**5,941**	**6,305**	**6,032**	**6,195**	**6,585**	**5,914**	**6,172**	**6,284**	**7,383**	**+2.4**	**+10.4**	**+3.9**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,849	3,731	3,691	3,963	3,838	3,933	4,264	3,680	3,904	4,098	4,841	+3.2	+13.9	+3.6
Gen. mdse. group stores	492	499	645	596	596	672	630	585	710	620	668	842	1,249	+8.2	+29.3	+5.8
Department stores	403	401	516	471	490	532	493	479	554	492	535	648	998	+9.6	+28.7	+7.3
Food stores	1,386	1,269	1,426	1,384	1,349	1,470	1,407	1,431	1,487	1,245	1,365	1,405	1,462	+3.0	+12.4	+3.9
GAF, total[1]	1,208	1,164	1,408	1,354	1,339	1,408	1,339	1,291	1,501	1,370	1,465	1,693	2,617	+4.0	+21.0	+1.1
Pacific	**16,801**	**15,945**	**17,841**	**17,639**	**17,371**	**18,682**	**18,130**	**18,146**	**19,061**	**18,070**	**18,008**	**18,386**	**22,058**	**+1.1**	**+11.9**	**+3.5**
Durable goods, total	6,445	6,201	6,894	7,024	6,755	7,454	7,075	7,004	7,331	7,210	6,776	6,610	7,687	-1.9	+11.2	+2.0
Automotive dealers	3,819	3,727	4,147	4,463	4,142	4,660	4,292	4,223	4,373	4,339	3,862	3,707	3,910	-7.1	+11.3	-1.8
Furniture, home furn. strs.	972	872	946	923	858	928	923	960	990	953	1,010	1,044	1,329	+2.5	+8.5	+6.3
Nondurable goods, total	10,356	9,744	10,947	10,615	10,616	11,228	11,055	11,142	11,730	10,860	11,232	11,776	14,371	+3.1	+12.3	+4.4
Gen. mdse. group stores	1,554	1,570	1,903	1,773	1,850	1,978	1,954	1,841	2,107	1,912	2,038	2,485	3,736	+7.3	+21.2	+5.4
Depatment stores	1,362	1,381	1,669	1,577	1,646	1,748	1,735	1,632	1,856	1,684	1,780	2,183	3,297	+5.8	+20.9	+3.9
Food stores	3,679	3,354	3,693	3,556	3,503	3,662	3,601	3,685	3,776	3,464	3,607	3,684	4,010	+3.9	+10.1	+6.0
Gasoline service stations	1,071	1,021	1,091	1,134	1,172	1,264	1,239	1,258	1,282	1,195	1,188	1,129	1,173	-3.8	+6.9	-.4
Apparel & accessory strs.	784	768	940	852	878	947	942	920	1,044	946	949	1,159	1,594	+10.3	+22.4	+8.6
Eating & drinking places	1,950	1,774	1,992	2,022	1,900	2,016	2,041	2,106	2,127	2,001	2,035	1,916	2,011	-1.5	+12.3	+3.3
Drug & proprietary stores	632	575	633	575	592	620	610	629	651	614	645	638	933	+10.1	+10.1	+8.3
GAF, total[1]	3,925	3,803	4,438	4,209	4,253	4,588	4,532	4,389	4,900	4,507	4,725	5,526	8,075	+5.4	+16.7	+4.8

^{p}Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E

Table 8. **Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States**

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986			1985										Percent change		
														Mar. 1986 from--		3 mos. 1986 from 3 mos. 1985
	Jan.	Feb.	Mar.[p]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1985	Feb. 1986	
California, total	13,260	12,539	13,976	13,775	13,512	14,576	14,124	14,132	14,784	13,980	14,015	14,445	17,359	+1.5	+11.5	+4.2
Durable goods, total	5,288	5,042	5,582	5,636	5,367	5,957	5,667	5,641	5,860	5,707	5,412	5,345	6,350	-1.0	+10.7	+3.4
Nondurable goods, total	7,972	7,497	8,394	8,139	8,145	8,619	8,457	8,491	8,924	8,273	8,603	9,100	11,009	+3.1	+12.0	+4.7
Department stores	1,070	1,092	1,299	1,239	1,299	1,374	1,372	1,276	1,435	1,314	1,392	1,742	2,626	+4.8	+19.0	+2.9
GAF, total[1]	2,973	2,917	3,389	3,217	3,248	3,526	3,491	3,342	3,699	3,426	3,576	4,239	6,244	+5.3	+16.2	+4.2
Florida, total	6,118	5,886	6,414	6,152	5,909	5,894	5,581	5,677	5,913	5,635	5,907	6,148	7,359	+4.3	+9.0	+6.9
Durable goods, total	2,825	2,696	2,744	2,642	2,583	2,576	2,387	2,502	2,569	2,607	2,643	2,652	3,036	+3.9	+1.8	+8.5
Nondurable goods, total	3,293	3,190	3,670	3,510	3,326	3,318	3,194	3,175	3,344	3,028	3,264	3,496	4,323	+4.6	+15.0	+5.5
Department stores	449	474	610	576	539	561	532	493	576	487	551	665	1,068	+5.9	+28.7	+5.1
GAF, total[1]	1,441	1,413	1,683	1,545	1,447	1,459	1,402	1,348	1,482	1,324	1,492	1,751	2,705	+8.9	+19.1	+10.2
Illinois, total	4,561	4,355	5,022	5,046	5,268	5,608	5,328	5,332	5,490	5,191	5,333	5,425	6,315	-.5	+15.3	+2.4
Nondurable goods, total	2,965	2,776	3,240	3,157	3,231	3,533	3,374	3,272	3,472	3,269	3,558	3,720	4,363	+2.6	+16.7	+3.7
Department stores	387	376	519	500	517	556	514	476	563	498	561	687	1,027	+3.8	+38.0	+3.2
GAF, total[1]	1,038	985	1,288	1,211	1,258	1,330	1,260	1,174	1,361	1,231	1,341	1,600	2,334	+6.4	+30.8	+6.5
Indiana, total	2,256	2,239	2,447	2,495	2,524	2,759	2,625	2,540	2,745	2,535	2,509	2,567	2,884	-1.9	+9.3	-.3
Nondurable goods, total	1,538	1,441	1,666	1,653	1,635	1,807	1,681	1,657	1,791	1,610	1,700	1,777	2,066	+.8	+15.6	+1.2
Department stores	174	171	244	231	234	249	231	218	261	220	255	328	489	+5.6	+42.7	+5.6
GAF, total[1]	419	388	513	486	509	518	499	467	560	496	562	670	997	+5.6	+32.9	+6.5
Louisiana, total	1,616	1,527	1,741	1,785	1,777	1,905	1,800	1,771	1,837	1,708	1,667	1,860	2,134	-2.5	+14.0	+1.6
Nondurable goods, total	1,116	1,045	1,234	1,159	1,169	1,229	1,173	1,177	1,249	1,134	1,164	1,291	1,522	+6.5	+18.1	+6.4
Department stores	133	136	189	180	177	186	171	170	188	157	175	219	328	+5.0	+39.0	+4.8
GAF, total[1]	354	344	469	440	423	468	428	415	466	412	436	549	806	+6.6	+36.3	+3.5
Maryland, total	2,077	1,979	2,398	2,113	2,267	2,425	2,326	2,299	2,427	2,292	2,317	2,367	2,812	+13.5	+21.2	+7.2
Nondurable goods, total	1,228	1,142	1,394	1,301	1,339	1,431	1,337	1,326	1,440	1,334	1,376	1,468	1,758	+7.1	+22.1	+2.4
Department stores	149	156	212	193	210	230	208	185	218	210	229	289	440	+9.8	+35.9	+3.2
GAF, total[1]	436	442	627	506	521	558	523	483	566	520	580	682	1,065	+23.9	+41.9	+11.8
Massachusetts, total	3,336	3,105	3,645	3,304	3,302	3,610	3,551	3,516	3,642	3,594	3,728	3,702	4,249	+10.3	+17.4	+10.4
Nondurable goods, total	2,082	1,901	2,171	2,025	1,965	2,177	2,077	2,112	2,246	2,037	2,272	2,395	2,734	+7.2	+14.2	+8.1
Department stores	193	198	264	248	257	290	265	236	290	261	296	368	552	+6.5	+33.3	+4.5
GAF, total[1]	590	598	785	687	688	769	724	632	805	728	822	988	1,450	+14.3	+31.3	+10.2
Michigan, total	3,912	3,788	4,399	4,043	4,246	4,680	4,405	4,404	4,597	4,337	4,417	4,556	5,317	+8.8	+16.1	+9.5
Durable goods, total	1,346	1,399	1,680	1,497	1,674	1,883	1,736	1,773	1,787	1,737	1,654	1,603	1,822	+12.2	+20.1	+11.2
Nondurable goods, total	2,566	2,389	2,719	2,546	2,572	2,697	2,669	2,631	2,810	2,600	2,763	2,953	3,495	+6.8	+13.8	+8.5
Department stores	403	381	503	463	488	521	498	466	527	485	538	652	889	+8.6	+32.0	+6.3
GAF, total[1]	971	896	1,186	1,013	1,070	1,147	1,134	1,133	1,269	1,109	1,246	1,477	2,045	+17.1	+32.4	+13.1
Minnesota, total	2,002	1,905	2,157	2,073	2,276	2,591	2,299	2,219	2,348	2,289	2,370	2,328	2,518	+4.1	+13.2	+3.7
Nondurable goods, total	1,177	1,122	1,263	1,205	1,286	1,452	1,286	1,266	1,336	1,253	1,370	1,421	1,626	+4.8	+12.6	+3.7
Department stores	161	157	210	198	203	223	207	190	235	208	237	266	391	+6.1	+33.8	+3.1
GAF, total[1]	385	354	453	397	414	440	417	399	484	439	484	556	795	+14.1	+28.0	+11.2
Missouri, total	2,287	2,204	2,611	2,500	2,597	2,761	2,571	2,545	2,738	2,584	2,594	2,649	2,933	+4.4	+18.5	+5.7
Nondurable goods, total	1,488	1,360	1,565	1,478	1,526	1,595	1,499	1,504	1,603	1,513	1,650	1,728	2,020	+5.9	+15.1	+4.9
Department stores	203	199	268	249	262	280	260	248	293	252	273	348	512	+7.6	+34.7	+7.5
GAF, total[1]	454	431	570	523	554	580	536	507	592	530	563	687	1,021	+9.0	+32.3	+6.0
New Jersey, total	3,868	3,499	4,064	3,710	3,879	4,171	4,066	4,044	4,146	4,019	4,104	4,238	5,128	+9.5	+16.1	+9.2
Nondurable goods, total	2,393	2,118	2,437	2,385	2,461	2,618	2,574	2,530	2,613	2,450	2,586	2,729	3,347	+2.2	+15.1	+1.2
Department stores	227	258	335	299	319	366	336	281	359	334	373	476	737	+12.0	+29.8	+6.6
GAF, total[1]	900	884	1,097	963	1,002	1,099	1,028	950	1,099	1,022	1,143	1,387	2,034	+13.9	+24.1	+7.9
New York, total	7,611	7,066	8,034	7,399	7,717	8,380	7,788	7,758	8,190	7,860	8,183	8,425	9,931	+8.6	+13.7	+7.5
Durable goods, total	2,629	2,491	2,896	2,529	2,748	3,144	2,829	2,849	2,909	2,903	2,842	2,861	3,165	+14.5	+16.3	+15.4
Nondurable goods, total	4,982	4,575	5,138	4,870	4,969	5,236	4,959	4,909	5,281	4,957	5,341	5,564	6,766	+5.5	+12.3	+3.6
Department stores	482	503	658	611	650	751	678	578	709	664	763	926	1,374	+7.7	+30.8	+2.9
GAF, total[1]	1,805	1,735	2,127	1,852	1,954	2,209	2,023	1,827	2,173	2,068	2,298	2,676	3,951	+14.8	+22.6	+11.1
North Carolina, total	2,635	2,409	2,692	2,629	2,820	3,059	2,976	3,001	3,140	2,830	2,843	2,895	3,483	+2.4	+11.7	+5.5
Nondurable goods, total	1,544	1,456	1,685	1,502	1,558	1,643	1,606	1,586	1,730	1,566	1,696	1,830	2,262	+12.2	+15.7	+9.5
Department stores	134	131	189	172	194	195	183	171	202	178	188	239	385	+9.9	+44.3	+6.1
GAF, total[1]	497	477	607	564	689	654	621	590	675	591	629	777	1,211	+7.6	+27.3	+5.8
Ohio, total	4,506	4,284	4,985	4,800	5,276	5,409	5,157	5,239	5,367	5,160	5,128	5,164	5,879	+3.9	+16.4	+6.7
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,930	2,937	3,069	3,187	3,043	3,076	3,221	2,966	3,136	3,283	3,843	-.2	+15.5	+.7
Department stores	366	367	532	501	534	545	504	477	573	504	566	713	1,063	+6.2	+45.0	+3.9
GAF, total[1]	861	820	1,091	1,044	1,116	1,130	1,065	1,026	1,186	1,061	1,171	1,422	2,144	+4.5	+33.0	+6.8
Pennsylvania, total	4,822	4,674	5,475	4,989	5,281	5,665	5,399	5,351	5,588	5,295	5,380	5,729	6,619	+9.7	+17.1	+10.1
Durable goods, total	1,602	1,641	1,990	1,700	2,007	2,187	2,017	2,020	2,008	1,978	1,853	1,888	2,004	+17.1	+21.3	+16.4
Nondurable goods, total	3,220	3,033	3,485	3,289	3,274	3,478	3,382	3,331	3,580	3,317	3,527	3,841	4,615	+6.0	+14.9	+7.1
Department stores	371	380	537	499	536	578	521	469	573	521	596	785	1,105	+7.6	+41.3	+3.4
GAF, total[1]	976	991	1,267	1,187	1,227	1,300	1,207	1,122	1,331	1,209	1,360	1,681	2,388	+6.7	+27.9	+2.6
Tennessee, total	2,030	1,894	2,242	2,126	2,160	2,262	2,194	2,274	2,362	2,263	2,317	2,297	2,800	+5.5	+18.4	+9.0
Nondurable goods, total	1,273	1,159	1,370	1,339	1,385	1,425	1,377	1,400	1,469	1,358	1,447	1,524	1,861	+2.3	+18.2	+5.3
Department stores	153	153	220	200	210	215	203	195	225	195	217	284	420	+10.0	+43.8	+9.4
GAF, total[1]	430	411	569	486	490	534	501	491	580	513	575	709	1,075	+17.1	+38.4	+14.9
Texas, total	7,400	7,036	8,084	8,304	8,436	8,792	8,356	8,351	8,777	8,097	7,919	8,081	9,882	-2.6	+14.9	-.8
Durable goods, total	2,644	2,468	2,812	3,203	3,313	3,457	3,231	3,191	3,337	3,145	2,877	2,698	3,236	-12.2	+13.9	-8.4
Nondurable goods, total	4,756	4,570	5,272	5,101	5,123	5,335	5,125	5,160	5,440	4,952	5,042	5,383	6,646	+3.4	+15.4	+3.9
Department stores	611	629	830	774	779	843	773	755	862	744	806	950	1,498	+7.2	+32.0	+6.4
GAF, total[1]	1,768	1,712	2,135	2,094	2,100	2,227	2,035	1,948	2,234	2,033	2,053	2,356	3,723	+2.0	+24.7	+1.4
Virginia, total	2,550	2,364	2,838	2,744	2,902	2,912	2,800	2,826	2,966	2,756	2,804	2,810	3,310	+3.4	+20.6	+2.9
Nondurable goods, total	1,625	1,545	1,824	1,798	1,858	1,848	1,773	1,771	1,851	1,645	1,769	1,839	2,280	+1.4	+18.1	+.7
Department stores	157	161	227	199	219	229	211	197	235	214	233	304	460	+14.1	+41.0	+7.5
GAF, total[1]	478	464	618	560	591	613	554	547	629	580	638	788	1,119	+10.4	+33.2	+6.5
Wisconsin, total	1,734	1,634	1,909	1,895	2,037	2,241	2,217	2,086	2,201	2,147	2,158	2,219	2,493	+.7	+16.8	+4.0
Durable goods, total	570	497	616	692	799	829	855	765	744	790	707	653	813	-11.0	+23.9	-2.7
Nondurable goods, total	1,164	1,137	1,293	1,203	1,238	1,412	1,362	1,331	1,457	1,357	1,451	1,566	1,680	+7.5	+13.7	+7.5
Department stores	150	148	204	190	206	219	194	179	221	193	226	292	410	+7.4	+37.8	+5.2
GAF, total[1]	380	348	447	429	475	504	463	441	524	462	514	620	885	+4.2	+28.4	+4.7

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986			1985										Percent change: Mar. 1986 from--		Percent change: 3 mos. 1986 from 3 mos. 1985
	Jan.	Feb.	Mar.^{p}	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1985	Feb. 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	3,392	3,295	3,779	3,552	3,707	3,953	3,691	3,832	4,005	3,788	3,932	4,003	4,608	+6.1	+14.4	+7.6
Nondurable goods, total	2,176	2,073	2,417	2,204	2,253	2,435	2,315	2,315	2,502	2,345	2,586	2,718	3,177	+9.7	+16.6	+8.1
Department stores	267	262	361	357	368	393	363	333	399	357	404	479	732	+1.1	+37.8	+.5
GAF, total[2]	756	721	946	863	879	941	895	840	996	925	1,003	1,183	1,730	+9.6	+31.2	+7.5
New York, N.Y.-Northeastern N.J.- Southwestern Ct., total	7,755	7,272	8,275	7,497	7,775	8,414	7,966	7,723	7,975	7,866	8,196	8,517	10,244	+10.4	+13.8	+8.5
Nondurable goods, total	5,107	4,697	5,265	4,955	5,047	5,317	5,107	4,867	5,136	4,932	5,325	5,617	6,908	+6.3	+12.1	+4.2
Department stores	472	524	661	605	637	747	673	547	688	660	759	918	1,409	+9.3	+26.1	+4.0
GAF, total[2]	1,919	1,910	2,312	2,061	2,152	2,396	2,224	2,001	2,268	2,195	2,445	2,859	4,177	+12.2	+21.0	+6.7
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., Total	1,352	1,325	1,442	1,443	1,392	1,516	1,540	1,506	1,560	1,459	1,413	1,507	1,816	-.1	+8.8	+2.2
Nondurable goods, total	771	742	833	788	791	852	836	833	871	804	846	911	1,119	+5.7	+12.3	+6.7
GAF, Total[2]	319	318	369	356	355	390	400	377	407	382	376	462	692	+3.7	+16.0	+2.2
Atlanta, Ga., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	247	266	355	332	332	344	329	300	360	331	354	438	650	+6.9	+33.5	+3.6
Baltimore, Md., total	958	913	1,092	970	1,088	1,152	1,084	1,090	1,150	1,043	1,094	1,155	1,315	+12.6	+19.6	+6.8
Nondurable goods, total	652	609	705	659	699	738	673	679	744	679	739	791	913	+7.0	+15.8	+4.5
GAF, total[2]	200	197	259	238	245	265	244	223	264	244	269	323	502	+8.8	+31.5	+4.0
Boston, Mass[3]., total	2,188	2,004	2,281	2,172	2,192	2,372	2,331	2,302	2,356	2,291	2,435	2,416	2,767	+5.0	+13.8	+7.1
Nondurable goods, total	1,351	1,217	1,357	1,318	1,271	1,414	1,337	1,330	1,415	1,292	1,479	1,536	1,748	+3.0	+11.5	+5.9
GAF, total[2]	399	386	503	483	477	520	488	429	556	511	571	674	980	+4.1	+30.3	+1.8
Chicago, Ill., total	3,123	3,052	3,499	3,285	3,396	3,623	3,390	3,525	3,695	3,504	3,629	3,715	4,295	+6.5	+14.6	+8.0
Nondurable goods, total	1,968	1,884	2,206	2,009	2,049	2,203	2,103	2,100	2,271	2,140	2,384	2,491	2,926	+9.8	+17.1	+8.0
GAF, total[2]	719	690	900	820	832	890	845	795	939	877	947	1,121	1,636	+9.8	+30.4	+7.6
Cleveland, Ohio, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	495	453	524	513	556	567	530	541	561	527	560	581	710	+2.1	+15.7	+2.9
GAF, total[2]	171	164	215	207	225	226	211	206	241	221	239	290	438	+3.9	+31.1	+4.6
Dallas-Fort Worth, Tex., total	1,824	1,756	2,046	2,116	2,234	2,370	2,147	2,202	2,331	2,115	2,138	2,187	2,506	-3.3	+16.5	-2.4
Nondurable goods, total	1,148	1,087	1,275	1,298	1,317	1,381	1,277	1,295	1,433	1,316	1,316	1,443	1,649	-1.8	+17.3	-.3
GAF, total[2]	450	453	584	575	552	589	537	513	614	618	592	665	988	+1.6	+28.9	+.9
Detroit, Mich., total	1,943	1,932	2,207	2,016	2,109	2,288	2,175	2,138	2,160	2,048	2,118	2,224	2,682	+9.5	+14.2	+10.3
Nondurable goods, total	1,248	1,248	1,424	1,269	1,266	1,346	1,306	1,258	1,352	1,257	1,328	1,438	1,736	+12.2	+14.1	+10.8
GAF, total[2]	495	462	608	515	542	584	590	552	625	552	623	761	1,084	+18.1	+31.6	+13.6
Houston, Tex., total	1,495	1,416	1,583	1,623	1,621	1,720	1,624	1,629	1,725	1,601	1,562	1,651	2,051	-2.5	+11.8	+.6
Nondurable goods, total	958	919	1,056	998	1,000	1,062	986	1,002	1,074	959	1,004	1,076	1,374	+5.8	+14.9	+4.7
GAF, total[2]	368	369	453	451	451	477	435	426	488	425	447	526	835	+.4	+22.8	-.3
Kansas city, Mo.-Kans., total	630	604	716	751	758	838	770	727	825	773	718	757	857	-4.7	+18.5	-6.1
Nondurable goods, total	340	321	381	422	400	427	386	363	412	387	385	429	528	-9.7	+18.7	-9.5
GAF, total[2]	166	156	200	184	192	208	194	190	225	195	217	255	395	+8.7	+28.2	+6.7
Los Angeles-Long Beach, Calif., total	3,810	3,634	4,000	4,034	3,914	4,224	4,083	4,094	4,196	4,020	4,018	4,201	5,066	-.8	+10.1	+3.1
Nondurable goods, total	2,444	2,293	2,556	2,536	2,502	2,611	2,614	2,632	2,674	2,534	2,621	2,764	3,340	+.8	+11.5	+3.4
GAF, total[2]	985	972	1,119	1,078	1,091	1,196	1,189	1,119	1,197	1,137	1,178	1,402	2,023	+3.8	+15.1	+3.3
Miami, Fla., total	1,113	1,047	1,101	1,036	979	1,039	982	972	1,109	1,050	1,146	1,177	1,374	+6.3	+5.2	+8.9
Nondurable goods, total	550	537	599	551	538	550	530	540	593	574	612	609	730	+8.7	+11.5	+9.4
GAF, total[2]	270	267	310	287	278	301	292	284	336	282	315	347	516	+8.0	+16.1	+7.9
Milwaukee, Wis., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	144	132	179	168	178	178	161	155	178	163	191	230	322	+6.5	+35.6	+5.8
Minneapolis-St. Paul, Minn.-Wis., Total	1,294	1,225	1,353	1,333	1,490	1,685	1,467	1,370	1,504	1,456	1,487	1,502	1,618	+1.5	+10.4	+4.6
Nondurable goods,total	745	721	818	801	859	975	877	805	867	832	900	940	1,068	+2.1	+13.5	+1.7
GAF, total[2]	259	247	315	283	297	312	298	280	338	305	336	378	542	+11.3	+27.5	+8.5
Nassau-Suffolk, N.Y., total	1,684	1,535	1,669	1,499	1,592	1,769	1,595	1,589	1,627	1,508	1,621	1,774	2,148	+11.3	+8.7	+9.1
Nondurable goods, total	1,029	916	985	911	917	958	886	858	945	843	936	1,043	1,328	+8.1	+7.5	+4.8
GAF, total[2]	362	357	412	386	397	439	415	372	418	380	427	532	852	+6.7	+15.4	+3.8
New York, N.Y.,-N.J., total	3,673	3,467	4,072	3,718	3,826	4,041	3,851	3,632	3,797	3,792	3,971	3,993	4,872	+9.5	+17.5	+5.8
Nondurable goods, total	2,548	2,386	2,697	2,520	2,583	2,725	2,622	2,470	2,596	2,559	2,754	2,827	3,446	+7.0	+13.0	+4.5
GAF, total[2]	1,005	994	1,209	1,087	1,131	1,258	1,152	1,019	1,170	1,176	1,310	1,443	2,068	+11.2	+21.6	+5.1

See footnotes at end of table.

Table 9. **Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities**—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986			1985										Percent change		
														Mar. 1986 from--		3 mos. 1986 from 3 mos. 1985
	Jan.	Feb.	Mar.^{p}	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1985	Feb. 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	880	789	879	859	880	890	887	886	901	896	920	949	1,156	+2.3	+11.4	+4.6
Nondurable goods, total	617	562	635	619	625	627	633	608	625	615	653	675	839	+2.6	+13.0	+2.1
GAF, total[2]	199	201	244	220	236	250	231	213	236	230	260	296	416	+10.9	+21.4	+5.2
Philadelphia, Pa.-N.J., total	2,232	2,101	2,399	2,033	2,148	2,292	2,236	2,209	2,346	2,273	2,365	2,559	3,183	+18.0	+14.2	+20.2
Nondurable goods, total	1,388	1,295	1,512	1,375	1,348	1,449	1,430	1,365	1,467	1,405	1,499	1,656	2,046	+10.0	+16.8	+10.2
GAF, total[2]	505	509	639	565	583	623	591	522	615	586	657	790	1,253	+13.1	+25.5	+8.7
Pittsburgh, Pa., total	848	834	953	900	1,055	1,132	1,027	983	1,016	938	936	999	1,186	+5.9	+14.3	+8.4
Nondurable goods, total	562	545	616	585	605	650	607	612	660	581	622	691	834	+5.3	+13.0	+5.9
GAF, total[2]	200	208	270	250	255	276	248	234	286	250	277	363	504	+8.0	+29.8	+4.3
St. Louis, Mo.-Ill., total	1,119	1,083	1,329	1,233	1,289	1,343	1,218	1,174	1,286	1,237	1,282	1,310	1,609	+7.8	+22.7	+7.6
Nondurable goods, total	769	713	830	736	787	823	787	759	804	778	876	922	1,104	+12.8	+16.4	+14.2
GAF, total[2]	241	235	318	312	323	339	308	281	317	291	307	376	562	+1.9	+35.3	-1.5
San Diego, Calif., total	1,014	988	1,024	962	1,002	1,086	1,026	1,040	1,126	1,081	1,067	1,113	1,364	+6.4	+3.6	+9.7
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	264	259	295	275	276	292	288	290	318	292	308	356	530	+7.3	+13.9	+5.5
San Francisco-Oakland, Calif., total	2,001	1,863	2,048	2,104	2,082	2,230	2,131	2,218	2,366	2,194	2,244	2,346	2,754	-2.7	+9.9	+.3
Nondurable goods, total	1,311	1,234	1,361	1,310	1,334	1,443	1,392	1,394	1,510	1,365	1,449	1,554	1,841	+3.9	+10.3	+4.1
GAF, total[2]	450	442	515	489	500	531	526	505	577	524	562	667	984	+5.3	+16.5	+2.9
Washington, D.C.-Md.-Va., total	1,901	1,804	2,156	1,995	2,108	2,195	2,073	2,066	2,194	2,056	2,049	2,009	2,437	+8.1	+19.5	+4.8
Nondurable goods, total	990	947	1,169	1,096	1,150	1,190	1,110	1,096	1,142	1,010	1,087	1,128	1,411	+6.7	+23.4	+2.3
GAF, total[2]	401	404	576	460	473	491	456	434	501	479	529	597	920	+25.2	+42.6	+11.9
CITIES																
Chicago, Ill., total	919	906	1,033	961	1,002	1,046	1,012	1,100	1,134	1,062	1,116	1,106	1,213	+7.5	+14.0	+7.0
Nondurable goods, total	687	673	779	743	763	806	786	780	841	808	885	915	995	+4.8	+15.8	+4.6
Department stores	68	67	93	93	95	98	92	83	101	92	105	124	179	.0	+38.8	-.9
GAF, total[2]	201	198	258	227	236	254	241	221	264	242	256	303	418	+13.7	+30.3	+10.6
Los Angeles, Calif., total	1,210	1,149	1,287	1,285	1,252	1,390	1,316	1,362	1,420	1,345	1,377	1,417	1,646	+.2	+12.0	+2.5
Nondurable goods, total	771	749	842	836	808	897	880	897	923	864	908	966	1,121	+.7	+12.4	+.6
Department stores	107	107	122	128	133	139	140	125	136	131	137	169	243	-4.7	+14.0	-3.4
GAF, total[2]	347	331	384	380	384	446	430	398	432	412	427	498	673	+1.1	+16.0	+.1
New York, N.Y., total	2,578	2,442	2,818	2,417	2,456	2,593	2,472	2,338	2,464	2,490	2,703	2,719	3,364	+16.6	+15.4	+12.4
Nondurable goods, total	1,886	1,776	2,003	1,763	1,774	1,869	1,803	1,718	1,829	1,831	1,987	2,029	2,459	+13.6	+12.8	+11.3
Department stores	154	166	205	191	196	232	200	159	198	206	244	271	405	+7.3	+23.5	+1.9
GAF, total[2]	727	717	868	765	791	882	809	712	810	837	928	1,006	1,422	+13.5	+21.1	+8.2
Philadelphia, Pa., total	547	519	597	490	506	535	523	520	524	509	580	616	743	+21.8	+15.0	+19.1
Nondurable goods, total	477	438	505	408	418	440	426	428	437	428	486	511	601	+23.8	+15.3	+21.8
Department stores	31	29	41	38	40	45	40	36	39	40	47	56	84	+7.9	+41.4	+3.1
GAF, total[2]	122	120	151	154	161	168	153	141	146	146	164	179	270	-1.9	+25.8	-5.3

^{p}Preliminary estimates.   S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. Department Stores Sales in Selected Areas

(Data not adjusted for seasonal variations, holiday, or trading-day differences)

Area	1986			1985										Percent change		
														Mar. 1986 from--		3 mos. 1986 from 3 mos. 1985
	Jan.	Feb.	Mar.[p]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1985	Feb. 1986	
	Data in millions of dollars															
U.S. Total Department Stores	7,954	8,049	10,761	9,984	10,408	11,171	10,447	9,717	11,436	10,154	11,216	13,910	20,903	+7.8	+33.7	+5.4
Total of Selected Areas	5,287	5,402	7,074	6,698	6,925	7,445	6,964	6,383	7,512	6,785	7,498	9,258	14,038	+5.6	+31.0	+3.7
Standard Metropolitan Statistical Areas[1]	Data in thousands of dollars															
Akron, OH	22,457	22,348	31,873	30,255	33,068	33,516	30,784	28,585	35,736	31,295	34,008	44,592	68,136	+5.4	+42.6	+2.9
Albany-Schenectady-Troy, NY	24,456	25,519	34,156	30,760	34,699	39,770	36,078	32,579	40,951	35,493	39,501	51,465	74,422	+11.0	+33.8	+4.9
Albuquerque, NM	19,267	19,408	25,777	23,845	25,166	27,394	24,988	26,634	[2]29,680	24,784	28,014	31,997	48,231	+8.1	+32.8	+5.5
Allentown-Bethlehem-Easton, PA-NJ.	21,104	22,797	30,106	28,104	29,689	32,611	30,059	26,140	32,154	28,837	33,939	45,417	66,015	+7.1	+32.1	+2.4
Anaheim-Santa Ana-Garden Grove, CA	108,189	110,846	129,393	127,712	130,706	139,515	141,231	129,145	137,420	131,966	140,349	178,962	275,746	+1.3	+16.7	+1.2
Atlanta, GA	110,548	120,420	167,005	156,337	155,468	162,497	156,443	140,109	175,200	153,651	165,429	206,816	319,423	+6.8	+38.7	+5.6
Austin, TX	28,606	30,248	38,062	38,008	38,016	41,640	37,906	36,322	42,610	36,586	39,164	45,799	71,721	+0.1	+25.8	+3.5
Bakersfield, CA	13,383	13,480	16,645	16,644	18,707	18,746	18,927	17,438	20,227	17,524	17,980	22,375	33,510	+0.0	+23.5	-2.1
Baltimore, MD	67,245	69,931	96,878	89,482	95,478	105,008	94,888	82,329	98,368	94,643	104,683	135,726	207,218	+8.3	+38.5	+1.5
Baton Rouge, LA	20,877	21,244	29,392	29,160	27,755	29,969	28,001	26,900	29,446	24,083	26,678	34,488	52,758	+0.8	+38.4	-0.6
Birmingham, AL	26,328	27,155	39,466	34,644	36,160	37,189	35,567	31,949	[2]37,988	33,199	34,736	45,189	67,938	+13.9	+45.3	+13.3
Boston, MA	98,040	102,362	134,965	131,170	130,858	149,854	134,401	116,017	146,713	136,352	155,191	[2]188,412	[2]287,743	+2.9	+31.9	+1.4
Bridgeport, CT	15,167	15,694	21,782	19,985	20,080	24,022	22,120	19,239	[2]23,179	[2]20,088	[2]23,034	[2]30,902	[2]48,341	+9.0	+38.8	+6.4
Buffalo, NY	38,345	35,904	52,131	48,858	52,938	59,287	51,701	48,478	59,642	53,340	61,074	76,805	106,688	+6.7	+45.2	+7.5
Canton, OH	14,364	13,803	19,994	19,177	20,947	20,934	19,179	18,042	22,781	19,394	21,681	29,312	43,436	+4.3	+44.9	+2.9
Charleston-North Charleston, SC	12,843	12,937	18,392	16,290	18,005	18,891	17,981	16,739	19,076	15,878	17,258	21,634	34,879	+12.9	+42.2	+10.2
Charlotte-Gastonia, NC	20,794	21,628	32,867	29,676	31,702	32,465	30,127	27,674	33,716	29,703	30,622	40,203	66,245	+10.8	+52.0	+5.4
Chattanooga, TN-GA	13,550	13,785	19,975	18,890	19,492	20,366	18,783	18,071	20,964	18,705	20,343	25,737	39,268	+5.7	+44.9	+3.7
Chicago, IL	249,017	244,166	335,728	331,916	341,572	364,385	336,917	308,995	368,976	333,097	375,655	442,919	677,980	+1.2	+37.5	+0.3
Cincinnati, OH-KY-IN	60,452	62,510	90,711	84,040	85,434	87,298	83,771	76,975	90,173	79,074	94,203	114,265	171,603	+7.9	+45.1	+7.2
Cleveland, OH	68,336	67,553	95,267	94,766	107,664	104,649	95,884	89,678	104,274	99,278	107,703	130,881	199,633	+0.5	+41.0	-1.1
Columbia, SC	14,954	14,990	21,633	19,960	20,728	22,747	20,191	18,788	22,331	19,260	19,906	26,194	43,566	+8.4	+44.3	+6.7
Columbus, OH	41,404	41,567	59,092	57,654	57,738	60,790	56,377	54,288	66,061	55,757	64,189	79,668	122,351	+2.5	+42.2	+3.4
Dallas-Fort Worth, TX	167,750	168,629	224,424	209,702	210,461	228,647	206,846	201,082	225,847	210,291	227,904	274,967	430,339	+7.0	+33.1	+6.6
Davenport-Rock Island-Moline, IA-IL	14,630	13,805	19,851	19,606	20,506	21,998	19,756	18,570	21,978	19,298	20,742	26,546	39,064	+1.3	+43.8	-1.2
Dayton, OH	31,672	33,094	46,480	43,643	46,827	48,009	42,974	41,122	49,097	43,497	50,663	60,521	93,883	+6.5	+40.4	+5.7
Denver-Boulder, CO	74,354	74,437	95,451	90,337	94,326	104,660	96,412	90,069	102,444	95,643	102,079	120,790	191,814	+5.7	+28.2	+2.7
Detroit, MI	178,478	172,999	232,286	210,580	220,486	233,828	226,075	207,411	238,765	219,316	249,456	306,310	431,521	+10.3	+34.3	+7.5
El Paso, TX	19,755	19,588	27,010	24,127	25,481	27,353	24,528	23,784	28,024	25,218	26,560	29,228	45,999	+12.0	+37.9	+6.8
Flint, MI	28,785	27,659	37,263	36,177	37,091	39,162	37,507	34,727	39,142	34,700	39,391	48,109	63,880	+5.9	+34.7	+3.0
Fort Lauderdale-Hollywood, FL	51,663	53,473	66,210	64,936	59,761	61,722	57,458	53,036	65,139	53,688	61,316	71,297	119,996	+2.0	+23.8	+1.2
Fresno, CA	19,134	19,827	25,142	22,658	24,247	25,434	24,929	23,027	29,964	24,827	25,300	32,073	48,456	+11.0	+26.8	+5.2
Gary-Hammond-East Chicago, IN	19,257	18,496	26,829	26,063	27,103	28,765	26,587	24,623	30,499	25,858	28,943	35,304	54,796	+2.9	+45.1	+2.6
Grand Rapids, MI	46,845	42,614	54,410	48,094	51,187	53,869	51,558	49,725	54,683	52,290	55,266	66,509	82,255	+13.1	+27.7	+12.1
Greensboro-Winst-Salem-High Pt.,NC	24,662	23,523	34,988	32,376	35,714	35,462	33,701	30,968	36,701	32,438	34,907	44,558	70,503	+8.1	+48.7	+4.6
Greenville-Spartanburg, SC	[2]18,584	17,977	26,975	23,962	26,014	26,547	25,443	23,377	27,532	23,819	26,356	32,996	51,566	+12.6	+50.1	+7.9
Harrisburg, PA	17,335	17,500	[2]25,777	22,245	24,216	25,512	23,220	21,120	25,287	25,597	29,137	37,827	52,544	+15.9	+47.3	+9.2
Hartford, CT	30,314	30,851	40,884	37,802	40,602	44,458	41,104	35,448	44,274	38,993	44,010	57,448	88,511	+8.2	+32.5	+5.7
Honolulu, HI	39,482	36,504	45,802	46,190	39,554	44,394	41,551	48,359	47,074	[2]39,409	44,506	48,649	76,452	-0.8	+25.5	+2.5
Houston, TX	134,353	141,711	179,543	176,612	177,893	192,138	178,122	169,949	194,991	163,249	176,876	205,507	343,736	+1.7	+26.7	+0.4
Indianapolis, IN	50,819	51,066	72,114	68,396	67,938	72,608	67,115	62,633	74,734	63,818	75,153	97,623	147,569	+5.4	+41.2	+6.3
Jacksonville, FL	22,180	23,542	33,368	32,212	31,709	34,208	33,585	31,943	35,620	31,119	33,094	37,216	62,036	+3.6	+41.7	-0.6
Jersey City, NJ	5,522	5,529	7,486	6,784	7,790	9,036	8,202	7,764	8,059	[2]7,425	[2]8,208	[2]10,040	[2]15,909	+10.4	+35.4	+2.1
Johnson City-Kingsport-Bris., TN-VA	14,575	13,640	20,199	19,410	20,197	20,550	19,341	19,004	[2]21,841	18,459	20,910	27,466	40,394	+4.1	+48.1	+3.5
Kansas City, MO-KS	66,452	63,150	83,393	80,881	84,834	93,733	85,434	81,914	97,483	81,943	85,547	112,141	169,018	+3.1	+32.1	+3.7
Knoxville, TN	21,167	20,559	29,768	28,477	28,698	30,173	27,913	27,272	30,968	27,711	30,178	40,307	59,556	+4.5	+44.8	+4.2
Lansing-East Lansing, MI	31,380	28,413	36,049	33,177	34,442	36,822	34,852	32,416	35,730	34,012	37,963	44,249	56,322	+8.7	+26.9	+7.5
Las Vegas, NV	29,290	29,985	35,926	33,122	35,861	37,530	33,868	31,797	37,309	33,307	37,092	46,132	69,650	+8.5	+19.8	+7.3
Little Rock-North Little Rock, AR.	21,311	21,564	29,462	28,696	28,415	32,336	29,600	27,149	[2]31,393	26,158	27,836	35,471	56,861	+2.7	+36.6	+3.6
Long Branch-Asbury Park, NJ	18,292	21,300	27,861	24,530	26,638	30,018	28,422	23,269	31,460	27,733	30,393	39,505	62,595	+12.8	+29.9	+8.9
Los Angeles-Long Beach, CA	337,310	340,186	384,473	394,716	410,111	432,576	439,591	400,806	433,953	410,009	428,398	539,828	808,798	-2.6	+13.0	-0.8
Louisville, KY-IN	35,414	36,424	51,312	48,720	50,632	50,972	48,167	45,286	52,464	46,527	53,160	69,419	103,103	+5.3	+40.9	+5.1
Memphis, TN-AR-MS	33,295	34,689	48,186	44,796	46,803	47,956	45,028	42,927	47,830	42,018	46,519	60,709	92,878	+7.6	+38.9	+7.2
Miami, FL	72,078	77,146	95,384	96,376	91,319	99,192	96,047	87,464	109,496	87,412	97,347	107,208	173,186	-1.0	+23.6	-3.1
Milwaukee, WI	56,342	55,710	78,856	76,731	79,786	79,626	71,720	67,445	82,101	71,335	88,210	111,585	154,291	+2.8	+41.5	+2.9
Minneapolis-St. Paul, MN-WI	124,363	121,666	162,163	155,354	157,761	171,461	159,460	145,458	180,036	160,096	185,365	203,418	290,046	+4.4	+33.3	+1.1
Mobile, AL	13,658	14,417	20,683	17,759	17,508	18,768	17,520	16,556	17,204	17,600	17,792	23,534	37,466	+16.5	+43.5	+13.4
Nashville-Davidson, TN	36,396	35,604	54,110	48,135	49,852	50,536	48,031	45,537	[2]54,332	47,371	52,909	70,238	103,319	+12.4	+52.0	+12.3
Nassau-Suffolk, NY	94,251	104,991	131,746	120,083	128,707	152,529	142,685	116,740	143,411	130,050	151,841	190,605	294,028	+9.7	+25.5	+5.1
New Bruns.-Perth Amboy-Sayre., NJ.	26,526	32,048	40,691	36,830	38,162	44,271	40,283	32,252	41,857	40,111	43,439	58,841	90,585	+10.5	+27.0	+6.9
New Haven-West Haven, CT	14,562	15,163	19,178	17,719	19,902	22,303	20,926	18,007	22,450	18,467	20,824	26,913	40,049	+8.2	+26.5	+4.7
New Orleans, LA	37,246	38,049	55,330	54,062	50,759	52,443	48,713	46,853	51,698	44,848	52,869	64,785	99,674	+2.4	+45.4	+0.5
New York, NY-NJ	239,463	257,388	320,200	296,424	307,698	362,624	318,781	254,936	322,422	321,232	374,792	428,707	652,517	+8.0	+24.4	+3.7
Newark, NJ	46,181	52,868	67,641	61,615	65,034	74,827	67,130	55,299	72,189	66,829	75,170	93,963	147,714	+9.8	+27.9	+4.2
Norfolk-Va.Beach-Portsmouth, VA-NC	24,973	24,752	36,264	31,083	34,515	35,500	33,321	31,248	37,076	32,502	35,653	47,488	70,722	+16.7	+46.5	+9.5
Northeast Pennsylvania	20,792	22,434	31,748	28,492	31,184	34,100	31,120	29,517	34,943	30,509	36,142	47,950	64,798	+11.4	+41.5	+6.2
Oklahoma City, OK	34,212	33,935	46,839	42,796	42,822	48,664	43,744	42,270	[2]47,396	41,122	44,887	54,327	86,461	+9.5	+38.0	+6.5
Omaha, NE-IA	25,906	[2]26,058	36,406	33,946	34,407	38,655	34,291	32,962	38,696	32,794	35,689	45,297	70,519	+4.3	+35.9	+2.9
Orlando, FL	33,433	35,725	47,564	45,863	43,976	46,328	46,576	40,827	46,934	39,171	45,477	53,660	83,936	+3.7	+33.1	+1.2
Oxnard-Simi Valley-Ventura, CA	[2]26,032	26,217	31,739	31,369	32,756	34,938	36,117	32,864	36,344	33,201	33,648	44,680	67,132	+1.2	+21.1	-1.1
Paterson-Clifton-Passaic, NJ	16,464	20,767	25,514	23,063	25,046	28,746	26,457	21,830	27,781	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	+22.9	+6.3
Philadelphia, PA-NJ	153,224	162,113	220,352	205,188	213,411	240,453	217,725	184,673	224,901	218,730	248,135	311,003	484,989	+7.4	+35.9	+4.2
Phoenix, AZ	80,392	83,696	106,019	97,087	94,440	98,801	89,209	81,219	92,107	85,563	99,078	124,209	195,490	+8.2	+25.5	+8.1
Pittsburgh, PA	85,260	86,337	124,416	119,807	129,237	133,053	119,746	110,641	136,334	120,710	136,539	188,142	255,981	+3.9	+44.1	+1.7
Portland, OR-WA	70,200	67,890	84,684	78,936	82,974	89,968	87,317	83,384	97,035	88,960	89,928	104,925	156,463	+7.3	+24.7	+5.0

See footnotes at end of table.

Table 10. **Department Stores Sales in Selected Areas**—Continued

(Data not adjusted for seasonal variations, holiday, or trading-day differences)

Area	1986			1985										Percent change		
	Jan.	Feb.	Mar[p].	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1986 from-- Mar. 1985	Mar. 1986 from-- Feb. 1986	3 mo 1986 from 3 mo 1985
	Data in thousands of dollars															
Standard Metropolitan Statistical Areas[1]																
Providence-Warwick-Pawtucket, RI-MA	[2]29,234	(S)	[2]40,227	[2]38,809	[2]40,580	[2]44,713	[2]40,854	[2]35,931	[2]43,275	[2]39,095	[2]44,657	[2]56,085	[2]86,429	[r]3.7	[r]36.5	[r]1.1
Raleigh-Durham, NC	[2]21,973	[2]21,003	[2]29,482	27,004	30,051	30,398	28,681	26,747	31,281	[2]28,434	[2]30,202	[2]38,596	[2]60,774	+9.2	+40.4	+7.7
Richmond, VA	19,910	20,958	31,409	28,522	30,149	32,611	28,699	26,542	32,562	29,380	32,359	42,472	62,672	+10.1	+49.9	+2.4
Riverside-San Bernadino-Ontario, CA	84,599	85,921	103,659	94,746	98,080	102,867	99,928	92,575	100,211	95,840	104,121	133,726	199,844	+9.4	+20.6	+7.8
Rochester, NY	28,960	28,091	40,387	39,481	41,206	45,172	41,074	36,241	43,975	40,209	44,857	58,298	82,519	+2.3	+43.8	-0.0
Sacramento, CA	[2]47,907	50,435	62,840	54,787	58,863	61,429	61,156	56,440	67,749	60,700	64,956	81,955	[2]120,526	+14.7	+24.6	+7.8
St. Louis, MO-IL	112,781	113,965	151,085	145,556	149,679	158,648	146,934	137,715	164,208	143,899	153,744	199,671	298,915	+3.8	+32.6	+3.9
Salt Lake City-Ogden, UT	33,376	35,257	44,661	38,914	43,837	46,439	44,647	43,602	52,617	44,301	46,983	63,816	90,867	+14.8	+26.7	+10.1
San Antonio, TX	45,478	48,016	63,342	61,379	59,409	66,664	60,468	61,933	68,668	56,716	62,823	71,459	115,856	+3.2	+31.9	+2.8
San Diego, CA	97,930	100,824	118,487	109,274	112,524	117,771	118,925	114,779	125,008	115,573	119,190	147,949	224,740	+8.4	+17.5	+7.4
San Francisco-Oakland, CA	154,730	157,705	185,550	175,526	185,328	196,820	191,716	185,183	213,437	190,127	208,980	250,779	[2]379,801	+5.7	+17.7	+3.1
San Jose, CA	67,016	69,843	81,982	79,512	84,329	89,734	88,242	80,171	96,173	85,482	91,896	110,968	[2]169,017	+3.1	+17.4	+0.4
Seattle-Everett, WA	63,947	63,578	82,792	77,540	82,572	86,103	82,408	77,153	96,290	85,374	91,052	102,818	159,400	+6.8	+30.2	+5.0
Springfield-Chicopee-Holyoke, MA-CT	19,944	19,763	27,551	24,990	26,563	28,777	26,535	24,301	29,695	25,866	28,658	37,869	56,187	+10.3	+39.4	+7.2
Syracuse, NY	16,352	16,048	23,095	22,818	24,360	27,692	24,758	22,282	26,707	24,702	25,888	35,796	48,629	+1.2	+43.9	-1.8
Tacoma, WA	18,252	17,475	22,959	21;330	22,526	24,178	23,213	21,545	27,124	22,990	23,921	27,436	44,275	+7.6	+31.4	+5.4
Tampa-St. Petersburg, FL	76,545	81,377	103,135	98,327	93,027	95,408	87,427	80,353	93,618	81,848	93,420	120,403	185,660	+4.9	+26.7	+4.3
Toledo, OH-MI	29,728	27,878	42,220	38,775	42,199	42,147	39,715	39,116	45,101	42,853	43,572	57,300	85,580	+8.9	+51.4	+4.4
Tucson, AZ	26,716	27,623	34,180	32,530	31,969	33,296	30,707	28,935	33,542	30,030	32,500	40,254	63,405	+5.1	+23.7	+5.2
Tulsa, OK	26,811	26,545	36,020	33,997	34,357	37,853	35,585	33,443	[2]37,985	31,400	34,126	41,695	64,455	+6.0	+35.7	+6.4
Washington, DC-MD-VA	129,583	135,775	178,368	160,947	178,119	190,213	170,358	155,168	180,756	176,422	188,473	232,203	359,932	+10.8	+31.4	+4.6
West Palm Beach-Boca Raton, FL	34,631	36,829	44,791	42,189	37,013	37,599	34,817	31,463	37,949	30,958	37,544	45,745	75,539	+6.2	+21.6	+6.5
Wichita, KS	18,629	17,783	23,557	23,239	24,412	26,730	23,926	23,011	26,639	22,924	23,959	29,994	47,575	+1.4	+32.5	+0.5
Wilmington, DE-NJ-MD	20,478	23,115	30,835	28,338	29,762	32,446	30,166	25,510	33,770	30,036	34,897	44,669	67,919	+8.8	+33.4	+5.5
Youngstown-Warren, OH	17,189	18,435	26,111	25,277	26,438	27,283	24,935	23,583	28,847	24,504	28,372	37,996	53,949	+3.3	+41.6	+1.0

[p] Preliminary estimates. S Data does not meet publication standards because of inadequate response.

[1] For definitions of standard metropolitan statistical areas, see appendix D. [2] Data are shown even though response is below the usual standard for publication.

NOTE: The data shown in table 10 were funded, in part, by a consortium of retail firms organized by the National Retail Merchants Association.

Table 10A. **Number of Department Stores in Selected Areas**

Standard metropolitan statistical areas[1]	Number of stores			Standard metropolitan statistical areas[1]	Number of stores			Standard metropolitan statistical areas[1]	Number of stores		
	Feb. 1986	Mar. 1986	Mar. 1985		Feb 1986	Mar. 1986	Mar. 1985		Feb. 1986	Mar. 1986	Mar. 1985
Akron, OH	33	33	33	Greenville-Spartanburg, SC	33	33	33	Paterson-Clifton-Passaic, NJ	13	13	13
Albany-Schenectady-Troy, NY	42	42	40	Harrisburg, PA	25	25	24	Philadelphia, PA-NJ	161	160	156
Albuquerque, NM	18	18	18	Hartford, CT	40	40	40	Phoenix, AZ	63	63	63
Allentown-Bethlehem-Easton, PA-NJ.	31	31	31	Honolulu, HI	22	22	22	Pittsburgh, PA	109	108	116
Anaheim-Santa Ana-Garden Grove, CA	79	75	77	Houston, TX	136	135	134	Portland, OR-WA	59	59	61
Atlanta, GA	108	108	106	Indianapolis, IN	69	70	68	Providence-Warwick-Pawtucket, RI-MA	32	32	30
Austin, TX	25	25	25	Jacksonville, FL	29	30	33	Raleigh-Durham, NC	28	28	26
Bakersfield, CA	15	14	15	Jersey City, NJ	6	6	7	Richmond, VA	26	26	28
Baltimore, MD	98	98	96	Johnson City-Kingsport-Bris., TN-VA	29	28	30	Riverside-San Bernadino-Ontario, CA	71	69	71
Baton Rouge, LA	23	23	22	Kansas City, MO-KS	69	67	70	Rochester, NY	46	46	46
Birmingham, AL	37	36	34	Knoxville, TN	38	38	39	Sacramento, CA	34	34	34
Boston, MA	93	93	93	Lansing-East Lansing, MI	18	18	17	St. Louis, MO-IL	109	109	109
Bridgeport, CT	19	19	19	Las Vegas, NV	30	27	30	Salt Lake City-Ogden, UT	44	44	43
Buffalo, NY	63	63	61	Little Rock-North Little Rock, AR.	26	26	32	San Antonio, TX	50	51	45
Canton, OH	22	22	22	Long Branch-Asbury Park, NJ	19	19	19	San Diego, CA	82	82	79
Charleston-North Charleston, SC	24	24	22	Los Angeles-Long Beach, CA	237	216	231	San Francisco-Oakland, CA	90	90	89
Charlotte-Gastonia, NC	31	32	31	Louisville, KY-IN	49	49	47	San Jose, CA	41	41	40
Chattanooga, TN-GA	26	25	26	Memphis, TN-AR-MS	36	36	35	Seattle-Everett, WA	49	49	49
Chicago, IL	225	224	224	Miami, FL	59	58	65	Springfield-Chicopee-Holyoke, MA-CT	38	38	36
Cincinnati, OH-KY-IN	72	72	72	Milwaukee, WI	62	62	61	Syracuse, NY	35	35	35
Cleveland, OH	92	91	93	Minneapolis-St. Paul, MN-WI	79	79	83	Tacoma, WA	15	15	15
Columbia, SC	19	19	18	Mobile, AL	17	17	15	Tampa-St. Petersburg, FL	96	98	95
Columbus, OH	44	44	42	Nashville-Davidson, TN	52	52	53	Toledo, OH-MI	[r]46	46	46
Dallas-Fort Worth, TX	174	174	170	Nassau-Suffolk, NY	64	64	62	Tucson, AZ	25	25	25
Davenport-Rock Island-Moline, IA-IL	23	23	23	New Bruns.-Perth Amboy-Sayre., NJ.	19	19	19	Tulsa, OK	33	34	32
Dayton, OH	44	44	44	New Haven-West Haven, CT	19	19	18	Washington, DC-MD-VA	108	108	104
Denver-Boulder, CO	72	73	70	New Orleans, LA	44	44	39	West Palm Beach-Boca Raton, FL	31	31	31
Detroit, MI	119	117	117	New York, NY-NJ	93	92	92	Wichita, KS	22	22	22
El Paso, TX	21	21	21	Newark, NJ	38	38	38	Wilmington, DE-NJ-MD	26	26	26
Flint, MI	21	21	21	Norfolk-Va.Beach-Portsmouth, VA-NC	38	39	36	Youngstown-Warren, OH	28	28	28
Fort Lauderdale-Hollywood, FL	54	55	56	Northeast Pennsylvania	36	36	35				
Fresno, CA	16	16	16	Oklahoma City, OK	41	43	41				
Gary-Hammond-East Chicago, IN	25	25	24	Omaha, NE-IA	38	38	36				
Grand Rapids, MI	26	26	26	Orlando, FL	35	37	39				
Greensboro-Winst-Salem-High Pt.,NC	42	42	42	Oxnard-Simi Valley-Ventura, CA	23	23	24				

[r] Revised.

[1] For definitions of standard metropolitan statistical areas, see appendix D.

NOTE: The data shown in table 10A were funded, in part, by a consortium of retail firms organized by the National Retail Merchants Association.

Figure 5. **Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – March 1986**

(Seasonally Adjusted)

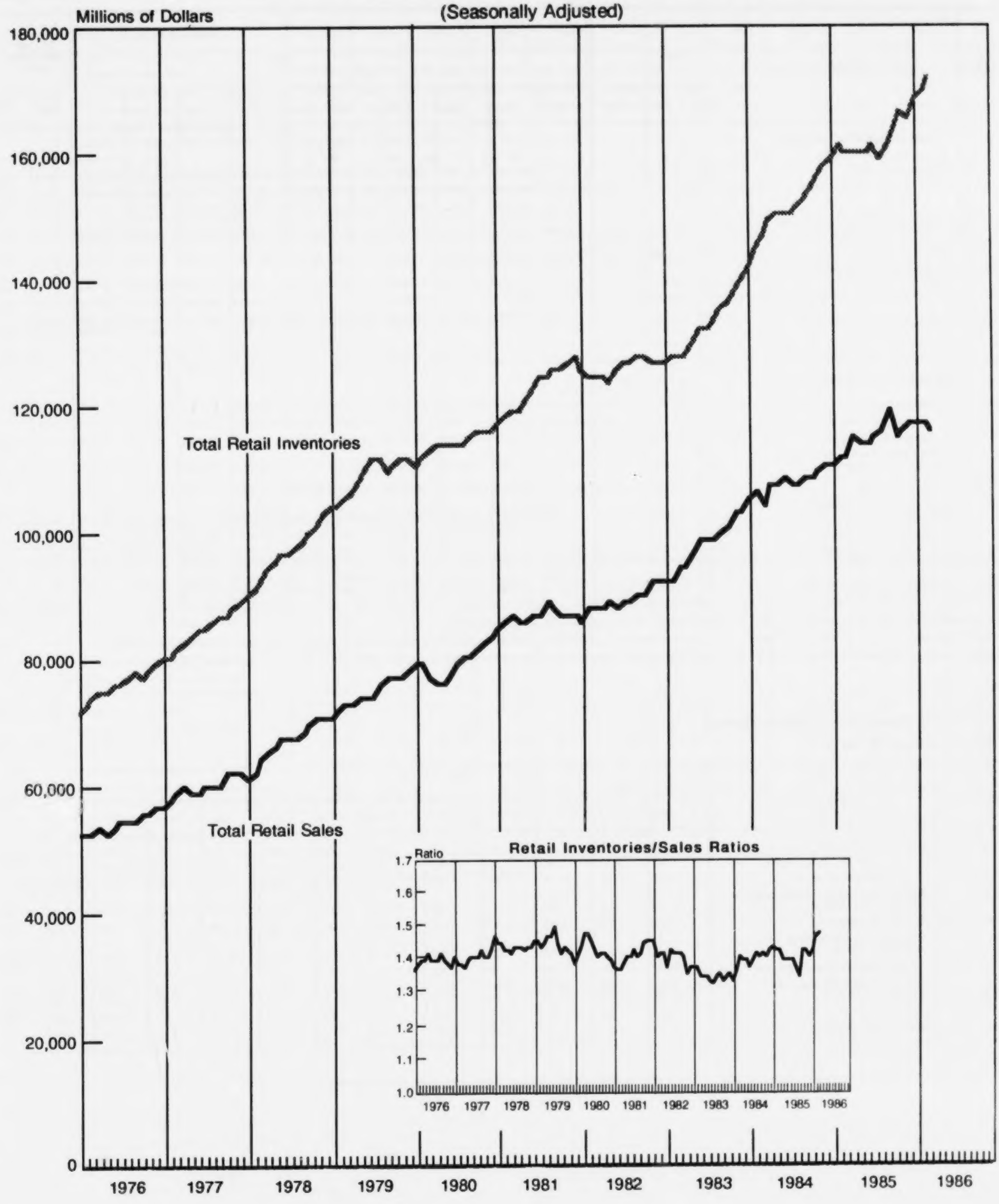

Table 11. **Estimated End-of-Month Retail Inventories, by Kind of Business**

(Data in millions of dollars)

SIC code	Kind of business	1986			1985										Percent change Mar. 1986 from--	
		Jan.	Feb.	Mar.[p]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Mar. 1985	Feb. 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,651	159,904	160,920	159,751	158,461	157,952	156,747	161,329	171,829	175,337	160,372	+8.0	+3.2
	Total (ex. auto. group)	117,752	120,857	124,070	119,449	120,529	119,899	118,565	120,298	122,529	126,785	133,503	134,044	117,968	+3.9	+2.7
	Durable goods, total	84,120	87,254	90,649	80,549	80,906	80,427	80,059	77,999	75,224	76,126	81,529	84,310	81,979	+12.5	+3.9
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	13,304	13,415	13,514	13,272	13,371	13,517	13,559	13,749	13,564	13,176	+9.6	+4.3
55 ex. 554	Automotive dealers	44,113	46,462	48,581	40,455	40,391	39,852	39,896	37,656	34,218	34,544	38,326	41,293	42,404	+20.1	+4.6
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,989	12,190	12,396	12,452	12,497	12,342	12,502	12,734	13,423	13,704	12,749	+6.6	+2.8
	Nondurable goods, total	77,745	80,065	82,002	79,355	80,014	79,324	78,402	79,953	81,523	85,203	90,300	91,027	78,393	+3.3	+2.4
53	General merchandise group strs	27,739	29,244	30,718	29,932	30,459	30,054	29,335	29,922	30,916	32,942	35,581	36,035	28,002	+2.6	+5.0
531	Department stores	21,730	22,954	24,335	23,757	24,182	23,777	22,986	23,226	23,981	25,676	27,795	28,477	22,086	+2.4	+6.0
54	Food stores	16,190	16,201	16,275	15,357	15,446	15,394	15,445	15,403	15,346	15,662	16,385	16,696	16,278	+6.0	+.5
56	Apparel and accessory stores	14,063	14,964	15,455	14,410	14,420	14,187	13,954	14,678	15,297	15,937	16,966	17,259	14,418	+7.3	+3.3
	Adjusted for seasonal variations		See	note 1												
	Retail trade, total	167,987	169,379	171,347	159,064	160,004	159,470	159,528	160,333	159,078	160,302	164,262	165,557	165,324	+7.7	+1.2
	Total (ex. auto. group)	124,569	125,129	125,299	120,645	121,241	121,151	120,605	121,751	122,046	123,078	124,463	124,098	123,131	+3.9	+.1
	Durable goods, total	84,755	85,863	88,007	78,455	79,071	78,679	79,143	79,205	78,042	78,425	81,668	83,056	82,875	+12.2	+2.5
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,137	12,904	12,961	13,032	13,025	13,331	13,531	13,710	13,930	13,912	13,696	+9.6	+.8
55 ex. 554	Automotive dealers	43,418	44,250	46,048	38,419	38,763	38,319	38,923	38,582	37,032	37,224	39,799	41,459	42,193	+19.9	+4.1
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,067	12,264	12,509	12,527	12,447	12,454	12,477	12,633	12,957	13,076	12,943	+6.5	+.9
	Nondurable goods, total	83,232	83,516	83,340	80,609	80,933	80,791	80,385	81,128	81,036	81,877	82,594	82,501	82,449	+3.4	-.2
53	General merchandise group strs	31,568	31,603	31,573	30,750	30,713	30,515	30,253	30,384	30,340	30,752	31,066	31,079	31,059	+2.7	-.1
531	Department stores	24,778	24,788	24,882	24,291	24,255	24,017	23,721	23,748	23,697	24,086	24,360	24,402	24,404	+2.4	+.4
54	Food stores	16,288	16,365	16,340	15,403	15,508	15,518	15,491	15,685	15,723	15,836	15,970	15,947	16,069	+6.1	-.2
56	Apparel and accessory stores	15,403	15,653	15,595	14,541	14,580	14,626	14,551	14,826	14,909	14,992	15,285	15,647	15,387	+7.2	-.4

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 12. **Inventories/Sales Ratios**

(Based on seasonally adjusted data)

SIC code	Kind of business	1986			1985									
		Jan.	Feb.[1]	Mar[p].[1]	Mar.[1]	Apr.[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Retail trade, total	1.43	1.45	1.48	1.42	1.40	1.40	1.40	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.95	2.05	1.89	1.85	1.84	1.86	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	2.17	2.05	2.17	2.18	2.17	2.18	2.20	2.17	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.85	1.53	1.49	1.46	1.49	1.48	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.23	2.29	2.21	2.23	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.14	1.14	1.14	1.14	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.34	2.31	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.13	2.19	2.17	2.16	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.67	.67	.67	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.60	2.61	2.55	2.56	2.56	2.54	2.54	2.58	2.54	2.55	2.59	2.62	2.58

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. **Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985**

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	158,953	159,478	159,064	160,004	159,470	159,528	160,333	159,078	160,302	164,262	165,557	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	121,241	121,151	120,605	121,751	122,046	123,078	124,463	124,098	123,131
	Durable goods, total	78,149	78,275	78,455	79,071	78,679	79,143	79,205	78,042	78,425	81,668	83,056	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,961	13,032	13,025	13,331	13,531	13,710	13,930	13,912	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,763	38,319	38,923	38,582	37,032	37,224	39,799	41,459	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,509	12,527	12,447	12,454	12,477	12,633	12,957	13,076	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,933	80,791	80,385	81,128	81,036	81,877	82,594	82,501	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,713	30,515	30,253	30,384	30,340	30,752	31,066	31,079	31,059
531	Department stores	24,583	24,628	24,291	24,255	24,017	23,721	23,748	23,697	24,086	24,360	24,402	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,518	15,491	15,685	15,723	15,836	15,970	15,947	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,580	14,626	14,551	14,826	14,909	14,992	15,285	15,647	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. **Inventories/Sales Ratios, by Kind of Business: 1985**

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.40	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.85	1.84	1.86	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.05	2.17	2.18	2.17	2.18	2.20	2.17	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.49	1.46	1.49	1.48	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.29	2.21	2.23	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.17	2.16	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.54	2.58	2.54	2.55	2.59	2.62	2.58

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's) standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.

b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-1.0	0.9	0.7-1.0	0.8	0.2-0.4	0.3	0.6
	Total (excluding automotive group)	0.8-1.1	0.9	0.8-0.9	0.9	0 2-0.4	0.3	0.6
	Durable goods, total	1.5-2.2	1.8	1.5-1.8	1.6	0.5-1.1	0.7	1.5
52	Building materials, hardware, garden supply, and mobile home dealers	4.2-6.7	5.0	4.1-6.7	4.7	1.0-2.5	1.7	2.9
521,3,5	Building materials and hardware stores	4.9-7.4	5.6	4.8-7.7	5.5	0.9-2.9	1.4	2.7
521,3	Building materials and supply stores	5.9-9.4	6.8	5.9-9.6	6.6	0.8-3.7	1.2	3.0
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	2.3-4.4	3.2	8.0
525	Hardware stores	4.9-9.6	5.5	4.7-9.5	4.9	1.7-7.9	3.8	4.2
55 ex. 544	Automotive dealers	1.9-2.9	2.2	1.8-2.1	2.0	0.8-0.7	1.0	2.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	2.1-2.9	2.3	1.8-2.2	2.1	0.9-1.8	1.1	2.4
551,2	Motor vehicle dealers	2.0-2.8	2.2	1.8-2.1	1.9	0.8-1.7	1.0	2.4
551	Motor vehicle dealers (franchised)	2.0-2.9	2.4	1.7-2.1	2.0	0.8-1.8	1.1	2.4
553	Auto and home supply stores	4.4-6.4	5.6	4.5-6.0	5.4	1.0-2.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.4-3.2	2.7	2.3-2.8	2.6	1.0-1.7	1.1	2.9
571	Furniture and home furnishings stores	2.7-3.7	2.9	2.5-2.9	2.7	1.2-2.2	1.5	2.7
5712	Furniture stores	3.6-4.6	3.9	3.6-4.3	3.7	0.9-2.1	1.5	3.0
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	2.0-5.0	2.9	5.9
5722,32	Household appliance, radio, and television stores	5.4-6.7	6.0	4.7-5.9	5.5	1.2-2.6	2.2	5.8
5722	Household appliance stores	6.1-8.7	8.0	5.9-7.7	7.4	1.6-4.5	2.4	6.4
5732	Radio and television sstores*	(S)	(S)	(S)	(S)	1.7-3.2	2.6	9.0
5733	Music stores*	(S)	(S)	(S)	(S)	1.7-3.7	2.3	6.3
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.9-3.8	3.1	6.1
5942	Book stores*	(S)	(S)	(S)	(S)	3.3-6.9	4.8	6.7
5944	Jewelery stores	3.8-5.3	4.8	3.6-4.9	4.0	1.7-6.0	2.1	5.0
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.4-6.8	3.2	10.9
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.3-3.3	2.6	8.4
	Nondurable goods, total	0.6-0.8	0.8	0.7-0.8	0.7	0.1-0.3	0.2	0.6
53	General merchandise group stores	0.4-0.7	0.6	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531,9	Department stores and misc. gen. merchandise stores	0.5-0.7	0.5	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.6-5.5	4.5	3.4-5.2	4.3	1.5-3.5	2.1	3.5
533	Variety stores	2.7-3.9	3.4	2.8-3.6	3.3	0.4-1.4	0.9	1.4
54	Food stores	1.5-1.6	1.5	1.4-1.6	1.5	0.2-0.3	0.3	1.1
541	Grocery stores	1.5-1.6	1.6	1.4-1.6	1.6	0.2-0.3	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.0-11.2	2.1	5.6
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	2.2-9.3	2.4	10.4
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	2.6.11.3	6.0	7.4
546	Retail bakeries	7.8-9.7	8.2	7.7-9.4	8.3	1.1-3.4	2.5	5.0
554	Gasoline service stations	1.9-2.4	2.2	1.8-2.3	2.1	0.4-0.7	0.5	1.7
56	Apparel and accessory stores	1.9-2.6	2.2	1.8-2.6	2.1	0.6-1.1	0.9	1.8
561	Men's, boys' clothing and furnishings stores	3.5-6.9	4.3	3.1-5.6	3.8	1.5-6.7	2.1	4.3
562,3,8	Women's clothing, specialty stores, furriers	2.3-3.5	3.0	2.2-3.5	2.6	0.9-1.9	1.1	3.3
562	Women's ready-to-wear stores	2.1-3.6	3.1	2.2-3.7	2.7	0.7-2.2	1.1	3.3
565	Family clothing stores	2.8-4.4	3.9	3.0-4.1	3.7	0.6-2.0	1.1	2.0
566	Shoe stores	3.2-3.9	3.4	3.1-4.0	3.2	0.9-1.7	1.3	2.7
58	Eating and drinking places	1.8-2.6	2.0	1.7-2.1	1.8	0.6-1.2	0.9	2.0
5812	Eating places	2.0-3.0	2.2	2.0-2.4	2.1	0.7-1.3	0.9	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	2.7-4.7	3.4	2.6-3.9	2.9	0.9-2.5	1.4	2.6
5812 (pt.)	Refreshment places	3.4-4.5	3.8	3.2-4.0	3.7	0.8-1.3	1.0	3.1
5813	Drinking places (alcoholic beverages)	4.4-5.5	5.0	4.5-5.0	4.8	0.9-3.5	1.4	4.6
591	Drug stores and proprietary stores	1.6-2.2	1.8	1.7-1.8	1.7	0.3-1.0	0.4	1.1
592	Liquor stores	4.1-4.8	4.4	3.9-4.5	4.4	0.5-2.1	0.8	4.0
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.5-7.6	4.8	6.5
596	Nonstore retailers[3]	6.6-9.9	8.5	6.5-9.3	7.9	1.9-8.1	3.6	5.1
5961(pt.)	Mail-order (department store merchandise)	0.2-2.6	1.0	0.2-2.1	0.4	0.0-2.1	0.2	1.0
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.7-3.4	2.1	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	2.2-4.3	2.9	6.0
53,56,57,594	GAF, total[4]	0.7-1.1	1.0	0.7-1.0	0.9	0.3-0.6	0.4	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months August 1985-January 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	1.8	1.6	2.1	2.0	0.6	0.7	0.5	0.7	1.5	1.2	1.1	1.3
	Durable goods, total	3.1	3.2	3.7	3.5	1.3	1.4	1.2	1.6	2.9	2.8	2.0	3.7
52	Building materials, hardware, garden supply, and mobile home dealers	8.9	5.3	11.8	10.7	2.6	2.4	2.9	2.1	6.2	4.5	5.0	7.2
55 ex.554	Automotive dealers	3.9	4.6	4.3	6.1	2.2	1.8	1.5	2.1	4.0	4.0	2.9	4.5
57	Furniture, home furnishings, and equipment stores	6.2	6.5	4.4	5.5	1.9	2.3	2.2	1.8	5.7	6.1	3.9	7.7
	Nondurable goods, total	2.2	1.5	1.6	2.2	0.5	0.6	0.4	0.5	1.7	1.2	1.0	1.3
53	General merchandise group stores	1.7	1.2	2.1	2.1	0.5	0.4	0.5	0.8	2.8	1.2	1.0	1.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.9	3.6	4.2	0.7	0.6	0.6	0.6	3.4	2.1	2.0	1.7
541	Grocery stores	5.1	4.2	3.6	4.3	0.8	0.5	0.6	0.5	3.7	2.1	2.1	1.8
554	Gasoline service stations	5.8	4.5	3.2	5.1	1.0	1.0	1.0	1.1	4.1	3.3	3.0	3.7
56	Apparel and accessory stores	3.9	3.8	4.5	6.0	1.5	1.6	1.2	1.6	4.0	2.9	3.2	5.1
58	Eating and drinking places	5.3	5.7	4.8	5.2	1.8	1.9	1.6	1.7	4.1	4.5	3.4	3.5
591	Drug stores and proprietary stores	10.2	8.7	7.3	6.8	1.1	1.1	1.0	1.0	5.1	3.5	3.5	5.1
53,56, 57,594	GAF[3]	2.2	1.6	1.9	2.5	0.8	0.6	0.7	0.7	2.2	1.7	1.3	1.5

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

[2] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Sic code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.4	1.8	1.8	3.2	2.4	4.4	3.8	5.7	2.2
	Durable goods, total	(S)	4.7	3.7	6.0	4.8	6.6	6.3	7.9	4.5
55 ex. 554	Automotive dealers	(S)	6.1	5.0	8.0	5.7	(S)	7.2	12.1	8.6
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.4	(S)	6.3	(S)	(S)	12.4	5.7
	Nondurable goods, total	4.4	2.6	2.1	3.6	2.0	4.7	3.1	5.9	2.2
53	General merchandise group stores	4.8	1.3	1.6	2.1	2.5	4.1	2.7	6.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.3	6.4	4.0	9.0	4.2	(S)	6.6	8.6	4.1
554	Gasoline service stations	(S)	7.4	4.9	10.8	4.9	(S)	(S)	(S)	6.2
56	Apparel and accessory stores	(S)	4.9	4.6	8.7	5.4	(S)	7.8	(S)	6.1
58	Eating and drinking places	(S)	7.0	6.0	(S)	(S)	(S)	(S)	(S)	6.3
591	Drug stores and proprietary stores	(S)	9.1	(S)	(S)	(S)	(S)	(S)	(S)	7.6
53,56,57,594	GAF[1]	4.8	2.2	1.8	3.4	2.3	4.6	3.5	7.7	2.3
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.6	1.0	1.1	0.7	1.1	0.9	1.4	0.9
	Durable goods, total	**	1.6	1.8	2.4	1.5	2.3	2.4	**	1.8
55 ex. 554	Automotive dealers	**	2.8	2.6	3.8	2.2	**	2.8	**	2.6
57	Furniture, home furnishings, and equipment stores	**	**	2.2	**	3.0	**	**	**	2.0
	Nondurable goods, total	1.0	0.6	0.7	0.9	0.6	0.9	0.7	1.6	0.5
53	General merchandise group stores	0.9	0.6	0.4	0.8	0.5	0.9	0.9	2.6	0.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.3	0.9	0.7	0.9	0.8	**	1.0	1.0	0.7
554	Gasoline service stations	**	1.1	1.1	2.2	1.4	**	**	**	1.2
56	Apparel and accessory stores	**	1.9	1.7	3.6	1.6	**	2.1	**	1.5
58	Eating and drinking places	**	2.3	2.3	**	**	**	**	**	1.6
591	Drug stores and proprietary stores	**	1.4	**	**	**	**	**	**	1.1
53,56,57,594	GAF[1]	1.6	0.9	0.6	1.3	0.9	1.3	1.2	2.3	0.6
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.7	1.8	1.3	2.6	1.4	2.5	2.5	2.3	1.5
	Durable goods, total	**	3.6	2.9	5.6	2.6	4.6	3.8	**	3.8
55 ex. 554	Automotive dealers	**	5.5	4.5	6.6	3.7	**	5.3	**	5.4
57	Furniture, home furnishings, and equipment stores	**	**	5.3	**	4.3	**	**	**	6.1
	Nondurable goods, total	2.9	2.0	1.2	2.5	1.1	2.7	2.4	3.0	1.2
53	General merchandise group stores	8.4	1.8	1.1	3.0	1.8	3.6	1.4	3.7	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	4.3	2.5	3.6	2.6	**	4.5	3.8	2.1
554	Gasoline service stations	**	5.5	3.4	7.1	3.6	**	**	**	4.4
56	Apparel and accessory stores	**	5.2	2.8	7.8	2.9	**	7.1	**	3.8
58	Eating and drinking places	**	4.9	5.1	**	**	**	**	**	4.5
591	Drug stores and proprietary stores	**	4.3	**	**	**	**	**	**	5.0
53,56,57,594	GAF[1]	5.3	2.2	1.4	5.0	1.6	3.3	2.5	4.4	1.5

**Not shown because dollar volume sales estimates are not published for this area.

S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month.

[3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]
California	2.6	4.9	2.6	0.0	2.8	0.9	2.0	0.5	0.0	0.7	1.8	4.1	1.6	0.0	1.8
Florida	3.9	8.1	4.0	0.0	3.6	1.4	2.5	1.1	0.0	1.8	2.2	3.9	2.1	0.0	2.7
Illinois	3.8	(S)	3.7	0.0	3.4	1.4	**	1.3	0.0	1.1	2.4	**	2.5	0.0	2.8
Indiana	4.5	(S)	6.2	0.0	6.3	1.9	**	1.2	0.0	2.3	3.4	**	2.5	0.0	3.4
Louisiana	7.8	(S)	6.3	0.0	8.3	2.1	**	2.0	0.0	3.2	4.5	**	5.0	0.0	6.0
Maryland	6.1	(S)	5.2	0.0	5.0	1.3	**	1.0	0.0	2.4	2.7	**	2.4	0.0	2.2
Massachusetts	5.5	(S)	5.6	0.0	6.1	1.6	**	1.2	0.0	1.7	3.4	**	3.9	0.0	5.5
Michigan	3.9	8.7	3.9	0.0	3.9	1.5	3.1	1.1	0.0	1.3	3.5	7.1	2.8	0.0	2.9
Minnesota	6.7	(S)	8.8	0.0	5.5	2.4	**	1.5	0.0	2.1	4.7	**	4.2	0.0	3.4
Missouri	7.0	(S)	8.2	0.0	5.2	2.0	**	1.4	0.0	1.8	3.7	**	3.6	0.0	6.6
New Jersey	5.6	(S)	5.8	0.0	4.0	1.7	**	1.1	0.0	1.7	4.8	**	5.3	0.0	5.1
New York	3.0	6.9	3.5	0.0	3.6	1.0	2.2	0.9	0.0	1.4	2.4	4.5	2.4	0.0	3.6
North Carolina	5.4	(S)	5.1	0.0	6.6	1.8	**	1.7	0.0	1.9	3.6	**	3.4	0.0	7.0
Ohio	5.1	(S)	3.8	0.0	2.7	1.7	**	1.2	0.0	1.2	2.3	**	2.4	0.0	1.9
Pennsylvania	3.8	9.1	4.2	0.0	2.9	1.3	3.2	0.9	0.0	1.2	3.0	6.1	3.1	0.0	2.4
Tennessee	5.7	(S)	5.7	0.0	7.1	1.7	**	1.8	0.0	2.3	4.0	**	3.9	0.0	5.3
Texas	4.7	8.3	4.2	0.0	4.1	1.1	2.8	1.0	0.0	1.6	3.1	4.6	3.4	0.0	3.6
Virginia	4.1	(S)	4.8	0.0	5.3	1.8	**	1.3	0.0	2.1	3.9	**	4.1	0.0	3.0
Wisconsin	5.4	11.2	6.9	0.0	4.8	3.0	3.9	2.0	0.0	2.1	4.7	11.2	3.6	0.0	4.0

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurble	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.8	3.6	3.9	1.4	0.7	1.3	2.5	2.5	3.2
New York, NY-Northeastern, NJ	3.3	3.0	3.1	1.2	0.8	1.3	3.1	2.7	4.2
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.8	6.2	4.4	2.2	1.4	1.3	2.9	3.5	2.8
Atlanta, GA	(S)	(S)	9.0	**	**	1.9	**	**	5.9
Baltimore, MD	7.7	8.1	4.5	1.5	1.2	1.7	3.9	3.0	2.2
Boston, MA	6.2	6.1	7.9	1.7	1.5	1.9	4.4	5.2	7.1
Chicago, IL	3.8	3.5	4.1	1.4	0.8	1.3	2.9	2.7	3.4
Cleveland, OH	(S)	8.0	4.8	**	1.7	1.8	**	4.8	2.3
Dallas-Fort Worth, TX	6.7	6.3	6.9	2.1	1.6	2.1	8.0	7.3	10.3
Detroit, MI	4.5	4.7	5.2	1.9	1.5	1.6	4.2	3.9	4.4
Houston, TX	5.9	7.2	3.6	1.3	1.7	1.1	3.2	3.9	2.8
Kansas City, MO-KS	9.9	7.4	3.7	3.3	2.1	2.6	6.1	4.7	3.9
Los Angeles-Long Beach, CA	5.0	5.0	6.1	1.0	0.8	1.2	2.7	3.1	3.0
Miami, FL	8.5	8.7	7.0	2.4	2.0	2.0	5.1	5.0	3.0
Milwaukee, WI	(S)	(S)	5.3	**	**	1.5	**	**	3.0
Minneapolis-St. Paul, MN-WI	9.4	12.1	3.1	2.7	1.8	1.1	5.4	5.6	1.7
Nassau-Suffolk, NY	9.3	7.6	5.6	2.4	2.3	1.7	5.6	5.4	12.0
New York, NY	4.1	5.2	4.8	1.7	1.1	1.7	4.1	4.1	6.8
Newark, NJ	7.5	7.0	5.6	2.0	1.3	2.1	5.1	5.9	2.9
Philadelphia, PA	5.7	6.7	4.7	2.0	1.8	1.4	5.5	6.5	3.9
Pittsburgh, PA	9.4	8.1	6.7	2.1	1.7	2.2	4.9	5.7	3.7
St. Louis, MO-IL	11.0	13.9	7.6	2.8	2.0	2.1	6.2	6.6	9.7
San Diego, CA	7.8	(S)	4.9	2.5	**	1.7	5.1	**	2.8
San Francisco-Oakland, CA	7.0	7.2	3.8	1.9	1.3	1.4	3.8	3.6	3.0
Washington, DC-MD-VA	6.5	4.7	5.7	1.6	1.1	2.6	4.5	5.9	3.2
Cities									
Chicago, IL	8.2	7.1	4.7	2.4	1.1	1.9	4.1	3.7	3.3
Los Angeles, CA	8.3	7.7	9.0	1.7	1.3	2.2	4.9	4.2	5.7
New York, NY	4.9	6.3	5.4	2.0	1.2	2.3	3.8	4.0	6.3
Philadelphia, PA	8.0	9.5	7.7	2.0	1.8	2.6	8.5	9.3	7.0

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month.

[2] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

[3] GAF represents stores which specialize in department store types of merchandise (see appendix A.).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Producers." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +2.8 percent, with a median of +0.2 percent. The range of difference betwen preliminary and final estimates was from -0.2 percent to +0.7 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.3 percent to +0.4 percent, with a median of +0.1 percent.

Table B-7. **Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates**

SIC code	Kind of business	February 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	116812	117454	117200	-0.6	2.8	0.2	-0.2	0.7	0.2
	Total (excluding auto group)	90724	91543	91160	-0.5	1.9	0.3	-0.4	0.7	0.2
	Durable goods, total	44258	43880	43949	-2.0	5.2	0.3	-0.2	0.9	0.3
52	Building materials, hardware, garden supply and mobile home dealers	6890	6987	6908	-1.2	6.5	1.1	-1.1	2.1	0.6
55 ex. 554	Automotive dealers	26088	25911	26040	-3.1	5.8	0.0	-0.4	0.7	0.4
57	Furniture, home furnishings, and equipment stores	6218	5960	5971	-4.0	3.5	2.0	-0.8	1.7	0.3
	Nondurable goods, total	72554	73574	73251	-1.0	1.4	0.2	-0.4	0.6	0.1
53	General merchandise group stores	13443	13595	13621	-1.9	1.3	0.3	-0.9	0.9	0.0
531	Department stores	11469	11544	11532	-1.5	0.9	0.3	-0.3	0.7	0.0
54	Food stores	24147	24338	24261	-0.4	1.1	0.5	-0.3	0.7	0.3
541	Grocery stores	22792	23038	22948	-0.4	1.1	0.7	-0.4	0.8	0.4
554	Gasoline service stations	8140	8317	8186	-2.7	4.0	0.0	-1.9	1.0	0.1
56	Apparel and accessory stores	5824	5937	5996	-2.3	3.0	1.2	-1.1	1.2	0.3
58	Eating and drinking places	11083	11373	11255	-2.1	3.1	0.6	-1.0	1.3	0.2
591	Drug stores and proprietary stores	3996	3936	3925	-2.0	1.1	-0.7	-1.1	0.8	-0.4

Table B-8. **Seasonally Adjusted Preliminary and Final Inventories Estimates**

SIC code	Kind of business	February 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	169066	169379	-0.3	0.4	0.1
	Total (excluding auto group)	124901	125129	-0.1	0.4	0.2
	Durable goods, total	85508	85863	-0.5	0.5	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	14019	14022	-0.2	1.0	0.2
55 ex. 554	Automotive dealers	44165	44250	-1.0	0.3	0.0
57	Furniture, home furnishings, and equipment stores	12849	12952	-0.3	1.5	0.4
	Nondurable goods, total	83558	83516	-0.3	0.3	0.0
53	General merchandise group stores	31649	31603	-0.2	0.8	0.0
531	Department stores	24788	24788	-0.3	1.0	0.0
54	Food stores	16412	16365	-0.5	0.6	0.0
56	Apparel and accessory stores	15597	15653	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: February 1985 Through June 1986

Sic code	Kind of business	1985											1986					
		Feb.	Mar.'	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.'	Mar.'	Apr.'	May.'	June'
	Retail trade, total	.986	1.003	1.004	1.001	.993	.985	.986	1.007	1.049	1.061	.968	.962	.986	1.004	1.003	1.001	.992
	Durable goods, total	1.016	1.024	1.021	1.020	1.011	.986	.962	.972	1.001	1.017	.987	.992	1.014	1.025	1.022	1.021	1.010
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	.999	1.031	1.035	1.037	1.019	1.003	.999	.989	.987	.975	.962	.968	.997	1.031	1.035	1.036	1.018
55	Automotive dealers	1.049	1.053	1.042	1.040	1.025	.976	.924	.928	.963	.996	1.005	1.016	1.050	1.055	1.044	1.041	1.023
57	Furniture, home furnishings, equipment dealers	.981	.994	.991	.994	1.004	.991	1.002	1.008	1.036	1.048	.985	.973	.976	.994	.992	.995	1.004
	Nondurable goods, total	.959	.985	.989	.982	.976	.986	1.006	1.040	1.092	1.101	.954	.935	.960	.985	.988	.982	.975
53	General mdse. group stores	.925	.974	.991	.985	.970	.985	1.019	1.071	1.145	1.157	.902	.879	.926	.974	.992	.986	.969
531	Department stores	.925	.978	.997	.990	.969	.978	1.012	1.066	1.141	1.167	.905	.877	.928	.978	.998	.990	.968
54	Food stores	.990	.997	.998	.992	.997	.982	.976	.989	1.026	1.047	1.013	.994	.990	.996	.996	.993	.997
56	Apparel & accessory stores	.954	.991	.989	.970	.959	.990	1.026	1.063	1.110	1.103	.937	.913	.956	.991	.989	.970	.959

'Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published seperately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: February 1985 Through June 1986

SIC code	Kind of business	1985											1986					
		Feb.	Mar.[1]	Apr.[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]
	U.S. Retail Sales																	
	Retail trade, total	.854	.978	.990	1.049	1.006	1.004	1.034	.957	1.010	1.023	1.191	.901	.854	.977	.987	1.050	1.006
	Durable goods, total	.858	.982	1.031	1.103	1.054	1.050	1.030	.962	1.009	.964	1.061	.883	.858	.988	1.031	1.088	1.076
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	.728	.889	1.030	1.200	1.147	1.138	1.106	1.052	1.084	.966	.895	.779	.717	.899	1.027	1.187	1.166
521,3	Bldg. mat. & supply stores	.731	.895	.994	1.148	1.135	1.156	1.129	1.081	1.114	.969	.864	.788	.731	.909	.987	1.136	1.159
525	Hardware stores	.752	.900	1.026	1.165	1.103	1.062	1.034	.944	1.012	1.013	1.153	.840	.747	.895	1.031	1.174	1.089
55 ex. 554	Automotive dealers	.894	1.056	1.066	1.138	1.064	1.074	1.044	.961	.998	.915	.885	.904	.894	1.048	1.072	1.111	1.094
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	.904	1.066	1.070	1.146	1.065	1.072	1.041	.956	.991	.903	.873	.908	.905	1.059	1.078	1.118	1.096
553	Auto & home supply stores	.787	.943	1.025	1.062	1.064	1.101	1.073	.988	1.073	1.030	.996	.862	.788	.927	1.043	1.056	1.051
57	Furniture, home furnishings & equipment stores	.856	.963	.933	.955	.970	.976	1.026	.951	1.013	1.086	1.342	.928	.855	.948	.935	.967	.953
571	Furniture, home furnishings stores	.858	.972	.964	1.011	.986	.984	1.051	.967	1.039	1.083	1.150	.933	.857	.960	.965	1.015	.983
5722, 32	Household appliance, radio, TV stores	.845	.930	.890	.906	.947	.978	.995	.919	.996	1.101	1.565	.930	.845	.919	.893	.923	.922
	Nondurable goods, total	.852	.975	.965	1.021	.986	.980	1.039	.947	1.006	1.056	1.263	.912	.851	.974	.954	1.035	.974
53	General mdse. group stores	.702	.897	.930	1.003	.941	.872	1.005	.898	.994	1.221	1.842	.704	.701	.920	.901	1.023	.925
531	Department stores	.698	.902	.930	1.004	.949	.873	1.008	.901	.993	1.217	1.831	.702	.698	.920	.903	1.025	.937
533	Variety stores	.749	.918	.969	1.000	.932	.919	1.020	.865	.957	1.075	1.859	.740	.744	.989	.899	1.009	.915
539	Misc. gen. mdse. stores	.705	.848	.884	.991	.912	.844	.975	.881	1.004	1.332	1.936	.693	.704	.860	.860	1.018	.891
54	Food stores	.899	1.004	.970	1.042	1.009	1.027	1.057	.953	.997	1.011	1.050	.984	.899	.991	.967	1.058	.991
541	Grocery stores	.899	1.003	.967	1.043	1.010	1.029	1.058	.956	.998	1.012	1.039	.989	.899	.989	.965	1.060	.990
554	Gasoline service stations	.866	.961	.972	1.039	1.041	1.070	1.068	.999	1.027	.984	1.014	.958	.870	.948	.973	1.040	1.041
56	Apparel & accessory stores	.734	.945	.985	.990	923	.882	1.054	.930	.999	1.141	1.642	.792	.733	.998	.919	1.019	.898
561	Men's & boys' clothing, furnishing stores	.701	.834	.942	.994	.976	.836	.939	.877	.992	1.213	1.907	.810	.700	.895	.876	1.020	.965
562,3, 8	Women's clothing, specialty stores, furriers	.756	.970	.966	1.002	.904	.893	1.009	.945	1.026	1.137	1.582	.802	.754	1.005	.937	1.029	.882
566	Shoe stores	.761	1.006	1.066	1.013	.961	.858	1.090	.993	1.015	1.064	1.332	.835	.761	1.102	.956	1.039	.930
58	Eating and drinking places	.875	1.001	.994	1.052	1.046	1.066	1.094	.998	1.018	.968	.975	.917	.873	.991	.993	1.055	1.046
591	Drug & proprietary stores	.923	.980	.983	1.005	.965	.966	.988	.927	.977	.980	1.326	.972	.922	.995	.962	1.004	.969
592	Liquor stores	.842	.924	.925	.982	.995	1.033	1.048	.937	.976	1.042	1.389	.907	.834	.917	.924	1.000	.970
	Retail Sales of Group II Companies																	
	Retail trade, total	.816	.966	.954	1.023	.972	.950	1.025	.931	.996	1.099	1.410	.863	.814	.966	.943	1.038	.958
553	Auto & home supply stores	.781	.950	1.021	1.070	1.046	1.073	1.061	.978	1.085	1.058	1.032	.851	.781	.949	1.017	1.078	1.039
53	General mdse. group stores	.701	.900	.925	1.005	.946	.868	1.003	.895	.988	1.228	1.856	.700	.700	.923	.892	1.026	.932
531	Department stores	.700	.903	.927	1.005	.951	.874	1.009	.901	.992	1.215	1.831	.703	.699	.924	.897	1.025	.939
533	Variety stores	.735	.916	.968	1.015	.925	.898	1.011	.863	.945	1.090	1.916	.720	.731	.979	.900	1.029	.912
541	Grocery stores	.908	1.015	.969	1.045	.992	1.010	1.053	.940	.992	1.025	1.053	1.006	.907	.998	.968	1.062	.968
56	Apparel & accessory stores	.694	.958	.977	.978	.933	.857	1.092	.925	.977	1.160	1.755	.715	.693	1.019	.897	1.001	.905
562,3 8	Women's clothing, specialty stores, furriers	.710	.967	.980	.988	.920	.900	1.053	.927	.991	1.145	1.709	.714	.709	1.014	.925	1.007	.899
566	Shoe stores	.737	1.026	1.085	1.019	.935	.829	1.099	.972	.992	1.095	1.440	.787	.738	1.147	.921	1.039	.914
591	Drug & proprietary stores	.898	.964	.969	1.002	.965	.958	.977	.917	.953	.992	1.450	.944	.894	1.002	.930	1.006	.963

[1] Factors were developed after the issue of last month's report.(See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago-Gary, IL-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Harford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, AL. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Dade, and Walker Counties, GA.

Chicago, IL. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver,Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

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[1] Statistics for the Boston SMSA in table 7 include retail establishments in all of Essex, Middlesex, Norfolk, Plymonth, and Suffolk Counties.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry. Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick city, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Bristol County; Plainville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacramento, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, IL.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadalupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worcester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, Prince Georges Counties, MD; and Alexandria, Fairfax, and Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngstown-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

- New England Division
  - Maine
  - New Hampshire
  - Vermont
  - Massachusetts
  - Rhode Island
  - Connecticut
- Middle Atlantic Division
  - New York
  - New Jersey
  - Pennsylvania

MIDWEST (formerly North Central)

- East North Central Division
  - Ohio
  - Indiana
  - Illinois
  - Michigan
  - Wisconsin
- West North Central Division
  - Minnesota
  - Iowa
  - Missouri
  - North Dakota
  - South Dakota
  - Nebraska
  - Kansas

SOUTH

- South Atlantic Division
  - Delaware
  - Maryland
  - District of Columbia
  - Virginia
  - West Virginia
  - North Carolina
  - South Carolina
  - Georgia
  - Florida
- East South Central Division
  - Kentucky
  - Tennessee
  - Alabama
  - Mississippi
- West South Central Division
  - Arkansas
  - Louisiana
  - Oklahoma
  - Texas

WEST

- Mountain Division
  - Montana
  - Idaho
  - Wyoming
  - Colorado
  - New Mexico
  - Arizona
  - Utah
  - Nevada
- Pacific Division
  - Washington
  - Oregon
  - California
  - Alaska
  - Hawaii

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86-04

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

April 1986

Issued June 1986

BR-86-04

Sales: Total sales for all retail stores in the United States during April 1986 were estimated to be $117.1 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated April 1986 sales showed no statistically significant change from March, but were 2.5 percent higher than April 1985.

The year-to-year gains for April were led by durable goods stores, which, as a group, were 4.3 percent higher than the April 1985 level. Sales for nondurable goods stores were 1.5 percent higher than those of a year ago. The major retail categories with the largest increases over last year were building materials, up 19.5 percent; furniture stores, up 10.1 percent; apparel and accessory stores, up 9.4 percent; and drug and proprietary stores, up 6.5 percent.

Based on unadjusted data, the New England Division paced the divisions with an increase over last year of 8.6 percent, followed by the Middle Atlantic Division with an increase of 4.2 percent. For the States published in table 8 of this report, Tennessee showed the largest increase over April 1985, up 10.6 percent, followed by Massachusetts, up 9.9 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $172.9 billion at the end of April, up 0.8 percent from March and 8.4 percent above April of last year.

Durable goods inventories were little changed from the previous month and were 13.1 percent above April 1985. Nondurable goods inventories were little changed from March but were 3.9 percent above April of last year.

The total inventories/sales ratio for April based on seasonally adjusted data was 1.48, up 0.01 from the previous month and 0.08 above April of last year.

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Figure 1.

Retail Sales

Month – to – Month Percent Change*

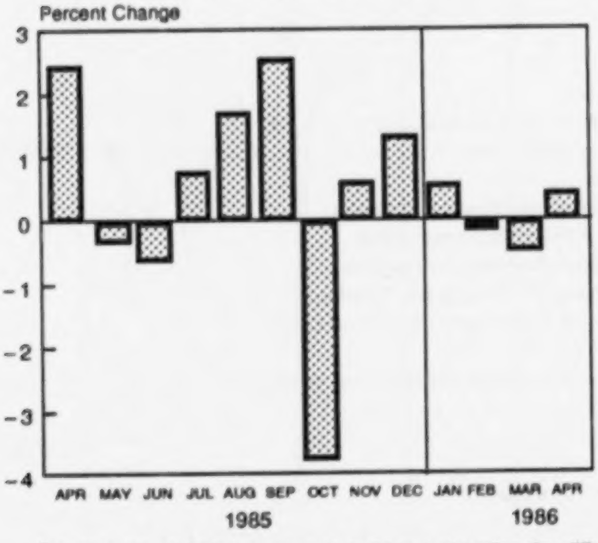
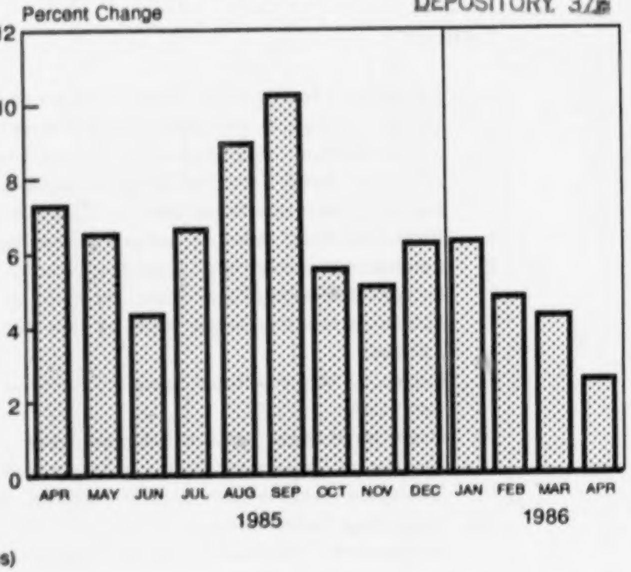


Figure 2.

Retail Sales

Year – to – Year Percent Change*



* (DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. Estimated Monthly Retail Sales: January 1976 – April 1986

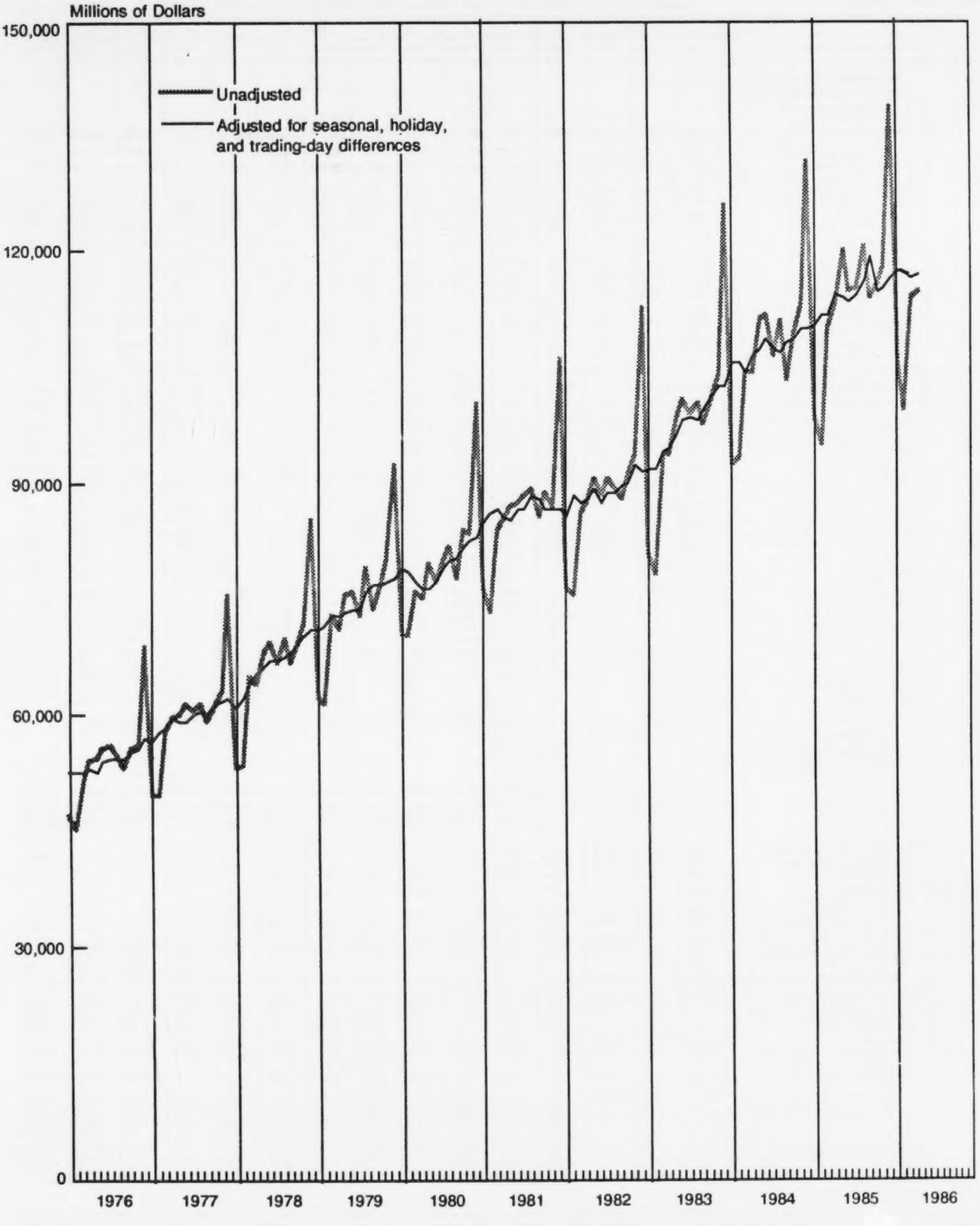

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986				1985									Total 4 mos.	
		Jan.	Feb.	Mar.	Apr.[p]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	105,642	99,661	114,236	115,131	112,945	120,188	114,777	115,225	120,772	113,842	115,760	118,080	138,646	434,670	416,881
	Total (excl. auto. group)	81,831	76,333	87,995	87,074	86,109	90,353	87,005	87,134	92,285	85,298	90,743	94,957	115,563	333,233	317,840
	Durable goods, total	38,985	37,469	42,843	45,882	43,816	47,158	44,592	44,919	46,053	45,165	42,787	41,120	46,346	165,179	156,067
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,986	6,401	7,772	6,463	7,112	6,836	6,973	6,899	6,541	6,950	6,236	5,983	24,562	20,523
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,504	5,552	6,100	5,913	6,062	6,082	5,741	6,236	5,491	5,302	21,203	18,006
521,3	Bldg. mat., supply stores	4,036	3,694	4,609	5,509	4,595	5,051	4,927	5,100	5,113	4,857	5,212	4,538	4,218	17,847	14,825
525	Hardware stores	779	712	870	995	957	1,049	986	962	969	884	1,024	953	1,084	3,356	3,181
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,057	27,836	29,835	27,772	28,091	28,507	28,544	25,007	23,103	23,083	101,437	98,841
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,022	25,732	27,670	25,629	25,883	26,333	26,519	22,811	20,938	21,054	94,184	91,591
551,2	Motor vehicle dealers	21,088	20,486	22,509	24,000	23,684	25,555	23,661	24,236	24,842	25,135	21,691	19,935	20,080	88,082	85,906
551	Motor veh. (franchised)	20,370	19,807	21,699	23,241	22,623	24,526	22,600	23,216	23,829	24,190	20,792	19,192	19,442	85,117	82,441
553	Auto & Home supply stores	1,759	1,606	1,853	2,035	2,104	2,165	2,143	2,208	2,174	2,025	2,196	2,165	2,039	7,253	7,250
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,606	5,095	5,465	5,381	5,457	5,816	5,509	5,983	6,406	8,102	21,988	19,983
571	Furniture & home furn. stores	3,035	2,828	3,209	3,172	2,873	3,115	3,014	3,036	3,277	3,033	3,245	3,422	3,693	12,244	11,088
5712	Furniture stores	1,863	1,718	1,945	1,908	1,774	1,936	1,877	1,857	2,034	1,872	1,983	2,130	2,271	7,434	6,955
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	1,995	1,871	1,981	2,004	2,057	2,138	2,058	2,298	2,533	3,675	8,076	7,490
5722	Household appliance stores	676	570	638	609	608	692	706	755	736	686	778	785	1,016	2,493	2,408
5944	Jewelry stores	704	755	790	819	666	898	775	711	793	759	819	1,066	2,677	3,068	2,709
	Nondurable goods, total	66,657	62,192	71,393	69,249	69,129	73,030	70,185	70,306	74,719	68,677	72,963	76,940	92,300	269,491	260,614
53	General mdse, group stores	9,383	9,550	12,661	12,499	12,331	13,236	12,343	11,488	13,513	12,027	13,217	16,422	24,720	44,093	42,490
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,798	11,595	12,484	11,648	10,814	12,761	11,357	12,522	15,647	23,376	41,478	39,948
531	Department stores	7,954	8,049	10,769	10,670	10,408	11,171	10,447	9,717	11,436	10,154	11,216	13,910	20,903	37,442	35,790
539	Misc. gen. mdse. stores	861	945	1,102	1,128	1,187	1,313	1,201	1,097	1,325	1,203	1,306	1,737	2,473	4,036	4,158
533	Variety stores	568	556	790	701	736	752	695	674	752	670	695	775	1,344	2,615	2,542
54	Food stores	23,948	21,813	24,213	23,327	22,731	24,368	23,601	24,148	24,837	22,753	23,709	24,297	25,409	93,301	89,076
541	Grocery stores	22,749	20,630	22,853	22,013	21,342	22,952	22,287	22,832	23,473	21,515	22,408	22,964	23,765	88,245	83,907
546	Retail bakeries	296	309	368	356	324	340	336	319	333	321	339	352	376	1,329	1,278
554	Gasoline service stations	8,067	7,122	7,173	6,903	8,348	8,794	8,774	9,070	9,006	8,380	8,647	8,285	8,618	29,265	31,194
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	5,803	5,707	5,297	5,073	6,172	5,491	5,881	6,809	9,783	20,960	19,460
561	Mens & boys clothing, furnishings	563	511	660	693	660	696	664	567	645	600	691	854	1,342	2,427	2,277
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,388	2,323	2,388	2,162	2,180	2,509	2,360	2,534	2,836	3,963	8,842	8,190
562	Womens ready-to-wear	1,717	1,624	2,297	2,139	2,101	2,130	1,948	1,969	2,252	2,128	2,252	2,487	3,444	7,777	7,266
565	Family clothing stores	1,161	1,089	1,556	1,464	1,390	1,445	1,368	1,314	1,748	1,391	1,500	1,864	2,886	5,270	4,817
566	Shoe stores	740	703	1,026	924	996	956	876	774	998	892	898	948	1,190	3,393	3,325
58	Eating and drinking places	10,338	9,826	11,309	11,337	10,843	11,560	11,514	11,673	11,979	10,987	11,307	10,754	10,728	42,810	40,533
5812	Eating places	9,525	9,075	10,458	10,482	10,012	10,704	10,668	10,833	11,164	10,185	10,471	9,940	9,894	39,540	37,343
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,416	6,181	6,568	6,475	6,569	6,777	6,340	6,522	6,127	6,012	24,197	23,090
5812 pt.	Refreshment places	3,632	3,376	3,941	3,941	3,731	4,003	4,062	4,154	4,264	3,723	3,819	3,682	3,749	14,890	13,889
5813	Drinking pls. (alcoholic bev)	813	751	851	855	831	856	846	840	815	802	836	814	834	3,270	3,190
591	Drug & proprietary stores	3,828	3,619	3,997	3,861	3,703	3,803	3,675	3,726	3,866	3,595	3,863	3,832	5,186	15,306	14,468
592	Liquor stores	1,363	1,242	1,395	1,387	1,375	1,447	1,460	1,514	1,532	1,491	1,430	1,544	2,077	5,387	5,317
596	Nonstore retailers[1]	2,139	2,094	2,275	2,305	2,169	2,151	1,919	2,007	2,120	2,194	2,830	2,800	2,587	8,813	8,342
5961 pt.	Mail-order houses (department store merchandise)	260	238	286	308	397	384	317	341	357	336	457	494	461	1,082	1,403
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,069	26,249	27,953	26,476	25,253	29,166	26,367	28,627	33,946	50,548	99,714	94,185
	Adjusted for seasonal variations, holiday, and trading-day differences				See	note 3										
	Retail trade, total	117,349	117,200	116,684	117,139	114,256	114,026	113,899	114,430	116,276	119,118	114,765	115,433	116,861	468,372	448,701
	Total (excl. auto group)	91,022	91,160	91,658	91,038	88,142	88,028	87,520	88,280	88,954	89,328	89,720	90,144	90,697	364,878	347,588
	Durable goods, total	44,187	43,949	43,279	44,604	42,764	42,592	42,444	42,768	44,209	46,748	42,355	42,631	43,882	176,019	166,247
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,143	7,473	6,251	6,017	5,963	6,147	6,209	6,226	6,409	6,456	6,641	28,449	23,864
521,3	Bldg. mat., & supply stores	5,121	5,053	5,121	5,460	4,554	4,408	4,341	4,412	4,529	4,493	4,679	4,683	4,882	20,755	17,310
525	Hardware stores	927	953	974	959	928	903	894	906	937	936	1,012	941	940	3,813	3,600
55 ex 554	Automotive dealers	26,327	26,040	25,026	26,101	26,114	25,998	26,079	26,150	27,322	29,790	25,065	25,289	26,164	103,494	101,113
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	23,029	24,139	24,049	23,957	24,065	24,145	25,296	27,740	23,018	23,187	24,117	95,456	93,103
553	Auto & home supply stores	2,041	2,038	1,997	1,962	2,065	2,041	2,014	2,005	2,026	2,050	2,047	2,102	2,047	8,038	8,010
57	Furniture, home furn. & equip strs	5,969	5,971	6,049	6,027	5,475	5,664	5,571	5,590	5,677	5,796	5,884	5,909	6,012	24,016	21,785
571	Furniture & home furn. stores	3,253	3,300	3,329	3,315	2,988	3,075	3,057	3,085	3,118	3,137	3,123	3,160	3,211	13,197	11,902
5722,32	Household appliance, radio & tv	2,263	2,244	2,268	2,239	2,105	2,187	2,116	2,103	2,149	2,239	2,307	2,301	2,348	9,014	8,345
	Nondurable goods, total	73,162	73,251	73,405	72,535	71,492	71,434	71,155	71,662	72,067	72,370	72,430	72,802	72,979	292,353	282,454
53	General mdse. group stores	13,340	13,621	13,801	13,872	13,298	13,203	13,071	13,164	13,441	13,410	13,322	13,455	13,416	54,634	52,540
531	Department stores	11,330	11,532	11,705	11,803	11,191	11,126	11,008	11,131	11,346	11,270	11,295	11,430	11,416	46,370	44,227
533	Variety stores	768	747	803	777	760	751	746	733	737	775	728	721	723	3,095	3,008
539	Misc. gen. mdse stores	1,242	1,342	1,293	1,292	1,337	1,326	1,317	1,300	1,359	1,365	1,301	1,304	1,277	5,169	5,306
54	Food stores	24,337	24,261	24,463	24,111	23,445	23,343	23,377	23,506	23,521	23,828	23,787	24,043	24,250	97,172	92,829
541	Grocery stores	23,002	22,948	23,131	22,811	22,093	21,985	22,066	22,169	22,186	22,505	22,453	22,692	22,873	91,892	87,453
554	Gasoline service stations	8,421	8,186	7,615	7,051	8,571	8,464	8,428	8,477	8,432	8,369	8,420	8,420	8,499	31,273	33,211
56	Apparel & accessory stores	5,915	5,998	6,189	6,214	5,680	5,772	5,718	5,757	5,879	5,890	5,897	5,964	5,954	24,314	22,475
561	Mens & boys clothing, furnishings	695	730	752	769	693	699	680	678	687	684	697	704	704	2,946	2,769
562,3,8	Women's clothing, spec., furrier	2,498	2,492	2,562	2,538	2,356	2,386	2,392	2,441	2,487	2,497	2,470	2,493	2,505	10,090	9,319
566	Shoe stores	886	924	937	950	927	947	912	902	916	898	895	891	893	3,697	3,596
58	Eating & drinking places	11,274	11,255	11,400	11,394	10,897	10,989	10,987	10,960	10,950	11,009	11,107	11,110	11,003	45,323	42,934
591	Drug & proprietary stores	3,938	3,925	4,017	4,009	3,763	3,788	3,808	3,857	3,913	3,878	3,964	3,910	3,911	15,889	15,009
592	Liquor stores	1,503	1,489	1,520	1,509	1,490	1,472	1,457	1,466	1,462	1,591	1,465	1,482	1,495	6,021	5,920

[p] Preliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [2] GAF represents stores which specialize in department store types of merchandise (see appendix A). [3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. **Percent Change in Estimated Monthly Retail Sales, by Kind of Business**

SIC code	Kind of business	Percent change in retail sales		
		Apr. 1986 from--		4 mos. 1986 from 4 mos. 1985
		Apr.1985	Mar.1986	
	Data Not Adjusted[1]			
	Retail trade, total	+1.9	+.8	+4.3
	Total (excl. auto. group)	+2.3	-1.0	+4.8
	Durable goods, total	+4.7	+7.1	+5.8
52	Building materials, hardware, garden supply, and mobile homes dealers	+20.3	+21.4	+19.7
521,3,5	Bldg. mat., supply, hardware stores	+17.1	+18.7	+17.8
521,3	Bldg. materials and supply stores	+19.9	+19.5	+20.4
523	Paint, glass, wallpaper stores*	+28.1	+18.0	+30.6
525	Hardware stores	+4.0	+14.4	+5.5
55 ex 554	Automotive dealers	+.8	+6.9	+2.6
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+1.1	+6.7	+2.8
551,2	Motor vehicle dealers	+1.3	+6.6	+2.5
551	Motor vehicle dlrs. (franchised)	+2.7	+7.1	+3.2
553	Auto and home supply stores	-3.3	+9.8	.0
57	Furniture, home furn., & equip. stores	+10.0	-2.0	+10.0
571	Furniture. and home furn. stores	+10.4	-1.2	+10.4
5712	Furniture stores	+7.6	-1.9	+6.9
5713	Floor covering stores*	+14.7	+.5	+20.0
5722,32	Household appliance, radio & TV	+6.6	-4.1	+7.8
5722	Household appliance stores	+.2	-4.5	+3.5
5732	Radio and television stores*	+9.7	-3.9	+9.9
5733	Music stores*	+24.8	+2.3	+17.9
5941	Sporting goods strs. & bicycle shops*	+2.6	+3.9	+2.6
5942	Book stores*	-9.7	-10.4	-4.6
5944	Jewelry stores	+19.0	+3.7	+13.3
5946	Camera, photographic supply stores*	+8.7	-1.1	+5.3
5999 pt.	Optical goods stores*	+9.0	+3.3	+9.1
	Nondurable goods, total	+.2	-3.0	+3.4
53	General merchandise group stores	+1.4	-1.3	+3.8
531,9	Dept. strs., misc. gen. mdse. strs	+1.8	-.6	+3.8
531	Department stores	+2.5	-.9	+4.6
539	Misc. general mdse. stores	-5.0	+2.4	-2.9
533	Variety stores	-4.8	-11.3	+2.9
54	Food stores	+2.6	-3.7	+4.7
541	Grocery stores	+3.1	-3.7	+5.2
542	Meat and fish (seafood) markets*	-15.8	+6.8	-17.6
543	Fruit stores & vegetable markets*	+8.5	+9.3	+6.7
544	Candy, nut, confectionery stores*	-33.3	-48.2	+17.0
546	Retail bakeries	+9.9	-3.3	+4.0
554	Gasoline service stations	-17.3	-3.8	-6.2
56	Apparel and accessory stores	+2.4	-6.4	+7.7
561	Men's & boy's clothing, furnishings	+5.0	+5.0	+6.6
562,3,8	Women's cloth., spec. strs., furriers	+2.8	-7.2	+8.0
562	Women's ready-to-wear stores	+1.8	-6.9	+7.0
565	Family clothing stores	+5.3	-5.9	+9.4
566	Shoe stores	-7.2	-9.9	+2.0
58	Eating and drinking places	+4.6	+.2	+5.6
5812	Eating places	+4.7	+.2	+5.9
5812 pt.	Restaurants, lunchrooms, cafes	+3.8	+.4	+4.8
5812 pt.	Refreshment places	+5.6	.0	+7.2
5813	Drinking places (alcoholic bevs.)	+2.9	+.5	+2.5
591	Drug & proprietary stores	+4.3	-3.4	+5.8
592	Liquor stores	+.9	-.6	+1.3
5943	Stationery stores*	-2.8	-9.5	-1.6
596	Nonstore retailers[2]	+6.3	+1.3	+5.6
5961 pt.	Mail-order houses (department store merchandise)	-22.4	+7.7	-22.2
598	Fuel and ice dealers*	-13.7	-25.9	-7.3
5983	Fuel and oil dealers*	-17.7	-29.3	-8.8
53,56,57, 594	GAF, total[3]	+3.1	-2.8	+5.9
	Data Adjusted[4]			
	Retail trade, total	+2.5	+.4	+4.4
	Total (ex. automotive group)	+3.3	-.7	+5.0
	Durable goods, total	+4.3	+3.1	+5.9
52	Building materials, hardware, garden supply, and mobile homes dealers	+19.5	+4.6	+19.2
521,3	Bldg. materials and supply stores	+19.9	+6.6	+19.9
525	Hardware stores	+3.3	-1.5	+5.9
55 ex 554	Automotive dealers	.0	+4.3	+2.4
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+.4	+4.8	+2.5
553	Auto and home supply stores	-5.0	-1.8	+.3
57	Furniture, home furn., & equip. stores	+10.1	-.4	+10.2
571	Furniture and home furn. stores	+11.0	-.4	+10.9
5722,32	Hshd. appl., radio and TV stores	+6.4	-1.3	+8.0
	Nondurable goods, total	+1.5	-1.2	+3.5
53	General merchandise group stores	+4.4	+.5	+4.0
531	Department stores	+5.5	+.8	+4.8
533	Variety stores	+2.2	-3.2	+2.9
539	Misc. general mdse. stores	-3.4	-.1	-2.6
54	Food stores	+2.8	-1.4	+4.7
541	Grocery stores	+3.2	-1.4	+5.1
554	Gasoline service stations	-17.7	-7.4	-5.8
56	Apparel and accessory stores	+9.4	+.4	+8.2
561	Men's & boy's clothing, furnishings	+11.0	+2.3	+6.4
562,3,8	Women's cloth., spec. strs., furriers	+7.7	-.9	+8.3
566	Shoe stores	+2.5	+1.4	+2.8
58	Eating and drinking places	+4.6	-.1	+5.6
591	Drug & proprietary stores	+6.5	-.2	+5.9
592	Liquor stores	+1.3	-.7	+1.7

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.
[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.
[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. **Month-to-Month and Long-Term Percent Changes in Retail Sales**

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change		Average monthly rates of change		
				Feb.1986 through Apr.1986 from--				
	Apr.1986 from Mar.1986	Mar.1986 from Feb.1986	Feb.1986 from Jan.1986	Nov.1985 through Jan.1986	Feb.1985 through Apr.1985	Apr.1986 from Jan.1986 (3-mo. span)	Apr.1986 from Oct.1985 (6-mo. span)	Apr.1986 from Apr.1985 (12-mo. span)
Retail trade, total	+.4	-.4	-.1	+.4	+3.8	-.1	+.3	+.2
Durable goods, total	+3.1	-1.5	-.5	+.9	+5.0	+.3	+.9	+.4
Nondurable goods, total	-1.2	+.2	+.1	+.1	+3.1	-.3	.0	+.1

Table 3. Estimated Retail Sales, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	110,511	111,935	111,999	114,256	114,026	113,599	114,430	116,276	119,118	114,785	115,433	116,861
	Total (excl. auto. group)	85,848	86,783	86,815	88,142	88,028	87,520	88,280	88,954	89,328	89,720	90,144	90,697
	Durable goods, total	40,644	41,341	41,498	42,764	42,592	42,444	42,768	44,209	46,748	42,355	42,631	43,882
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,017	5,963	6,147	6,209	6,226	6,409	6,455	6,641
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,341	4,412	4,529	4,493	4,679	4,683	4,882
525	Hardware stores	893	878	901	928	903	894	906	937	936	1,012	941	940
55ex.554	Automotive dealers	24,663	25,152	25,184	26,114	25,998	26,079	26,150	27,322	29,790	25,065	25,289	26,164
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	24,065	24,145	25,296	27,740	23,018	23,187	24,117
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,041	2,014	2,005	2,026	2,050	2,047	2,102	2,047
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,475	5,664	5,571	5,590	5,677	5,796	5,884	5,909	6,012
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,075	3,057	3,085	3,118	3,137	3,123	3,160	3,211
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,105	2,187	2,116	2,103	2,149	2,239	2,307	2,301	2,348
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,434	71,155	71,662	72,067	72,370	72,430	72,802	72,979
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,203	13,071	13,164	13,441	13,410	13,322	13,455	13,416
531	Department stores	10,837	11,130	11,069	11,191	11,126	11,008	11,131	11,345	11,270	11,295	11,430	11,416
533	Variety stores	733	757	758	760	751	746	733	737	775	726	721	723
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,337	1,326	1,317	1,300	1,359	1,365	1,301	1,304	1,277
54	Food stores	23,123	23,188	23,073	23,445	23,343	23,377	23,505	23,521	23,828	23,787	24,043	24,250
541	Grocery stores	21,794	21,846	21,720	22,093	21,985	22,066	22,189	22,186	22,505	22,453	22,692	22,873
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,464	8,428	8,477	8,432	8,388	8,420	8,420	8,499
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,772	5,718	5,757	5,879	5,890	5,897	5,964	5,954
561	Men's & boys' clothing, furnishings	694	688	694	693	699	680	678	687	684	697	704	704
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,386	2,392	2,441	2,487	2,497	2,470	2,493	2,505
566	Shoe stores	867	884	918	927	947	912	902	916	898	885	891	893
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,989	10,987	10,950	10,950	11,009	11,107	11,110	11,003
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,788	3,808	3,857	3,913	3,878	3,954	3,910	3,911
592	Liquor stores	1,494	1,461	1,475	1,490	1,472	1,457	1,466	1,462	1,591	1,465	1,482	1,495

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986				1985									Percent change		
															Apr. 1986 from--		4 mo 1986 from 4 mo 1985
		Jan.	Feb.	Mar.	Apr.[p]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	38,024	37,451	40,044	38,011	37,327	40,626	36,963	39,527	44,041	56,786	+1.5	-2.7	+3.9
	Durable goods, total	2,679	2,554	3,116	3,359	3,170	3,538	3,371	3,284	3,380	3,138	3,346	3,717	5,246	+6.0	+7.8	+6.2
553	Auto and home supply stores	361	341	412	450	410	431	417	423	426	409	455	454	437	+9.8	+9.2	+8.4
	Nondurable goods, total	31,847	30,149	35,959	34,665	34,281	36,506	34,640	34,043	37,246	33,825	36,181	40,324	51,540	+1.1	-3.6	+3.7
53	General mdse. group stores	8,708	8,911	11,863	11,714	11,432	12,316	11,488	10,636	12,553	11,140	12,239	15,387	23,218	+2.5	-1.3	+4.5
531	Department stores	7,628	7,731	10,353	10,264	9,983	10,706	10,025	9,318	10,987	9,738	10,740	13,333	20,031	+2.8	-.9	+4.9
533	Variety stores	461	444	670	590	628	652	588	560	632	573	582	660	1,167	-6.1	-11.9	+1.2
539	Misc. general mdse. stores	619	736	840	860	821	958	875	758	934	829	917	1,394	2,020	+4.8	+2.4	+2.2
54	Food stores	13,401	12,073	13,419	12,830	12,592	13,574	12,943	13,140	13,570	12,408	12,979	13,516	14,177	+1.9	-4.4	+3.8
541	Grocery stores	13,235	11,904	13,225	12,674	12,423	13,418	12,787	12,987	13,413	12,260	12,822	13,340	13,880	+2.0	-4.2	+3.8
56	Apparel and accessory stores	1,743	1,726	2,561	2,336	2,239	2,239	2,134	2,003	2,607	2,212	2,351	2,849	4,234	+4.3	-8.8	+11.7
562,3,8	Women's clothing, spec., furs	785	788	1,126	1,028	982	982	942	939	1,092	981	1,049	1,260	1,840	+4.7	-8.7	+12.7
562	Women's ready-to-wear	768	769	1,100	1,005	958	958	918	917	1,065	958	1,023	1,233	1,798	+4.9	-8.6	+12.9
565	Family clothing stores	453	438	665	616	586	604	572	533	766	592	635	823	1,274	+5.1	-7.4	+10.5
566	Shoe stores	356	352	550	480	482	459	425	373	519	438	457	495	661	-.4	-12.7	+10.0
5812	Eating places	2,268	2,125	2,485	2,436	2,307	2,459	2,458	2,494	2,586	2,386	2,436	2,379	2,405	+5.6	-2.0	+5.8
591	Drug and proprietary stores	2,083	1,939	2,213	2,076	2,042	2,150	2,074	2,099	2,195	2,016	2,122	2,147	3,174	+1.7	-6.2	+3.4
	Adjusted for seasonal variations, holiday, and trading-day differences			See	note 1												
	Retail trade, total	40,077	40,282	40,533	40,299	39,086	39,182	39,038	39,217	39,604	39,717	39,664	40,028	40,234	+3.1	-.6	+4.1
553	Auto and home supply stores	424	437	436	442	402	403	399	394	402	418	419	429	423	+10.0	+1.4	+8.7
53	General mdse. group stores	12,454	12,724	12,962	12,982	12,322	12,265	12,142	12,248	12,504	12,447	12,394	12,558	12,500	+5.4	+.2	+4.7
531	Department stores	10,851	11,060	11,266	11,316	10,723	10,653	10,542	10,661	10,889	10,808	10,827	10,974	10,940	+5.5	+.4	+5.1
533	Variety stores	640	607	695	643	645	642	636	624	625	664	616	606	609	-.3	-7.5	+1.1
541	Grocery stores	13,156	13,125	13,225	13,107	12,820	12,840	12,890	12,858	12,738	13,043	12,925	13,015	13,181	+2.2	-.9	+3.7
56	Apparel and accessory stores	2,435	2,497	2,543	2,566	2,284	2,289	2,308	2,328	2,380	2,373	2,403	2,448	2,423	+12.3	+.9	+12.1
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,105	1,001	994	1,024	1,043	1,037	1,058	1,059	1,100	1,077	+10.4	-.7	+13.0
566	Shoe stores	452	477	482	515	440	450	455	450	472	451	461	452	459	+17.0	+6.8	+11.1
591	Drug and proprietary stores	2,207	2,169	2,220	2,218	2,094	2,146	2,149	2,191	2,247	2,198	2,227	2,164	2,189	+5.9	-.1	+3.5

[p] Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business).Group totals include kinds of business not shown separately.

Table 5. Estimated Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	38,271	38,733	38,776	39,086	39,182	39,038	39,217	39,604	39,717	39,664	40,028	40,234
553	Auto & home supply stores	400	396	402	402	403	399	394	402	418	419	429	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,265	12,142	12,248	12,504	12,447	12,394	12,558	12,500
531	Department stores	10,365	10,634	10,600	10,723	10,653	10,542	10,661	10,889	10,808	10,827	10,974	10,940
533	Variety stores	624	641	646	645	642	636	624	625	664	616	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,840	12,890	12,858	12,738	13,043	12,925	13,015	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,289	2,308	2,328	2,380	2,373	2,403	2,448	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	994	1,024	1,043	1,037	1,058	1,059	1,100	1,077
566	Shoe stores	428	434	432	440	450	455	450	472	451	461	452	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,146	2,149	2,191	2,247	2,198	2,227	2,164	2,189

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Figure 4.

Percent Change in Retail Sales: April 1986 From April 1985

(Based on data NOT ADJUSTED for seasonal Variations, holiday or trading-day differences)

UNITED STATES +1.9

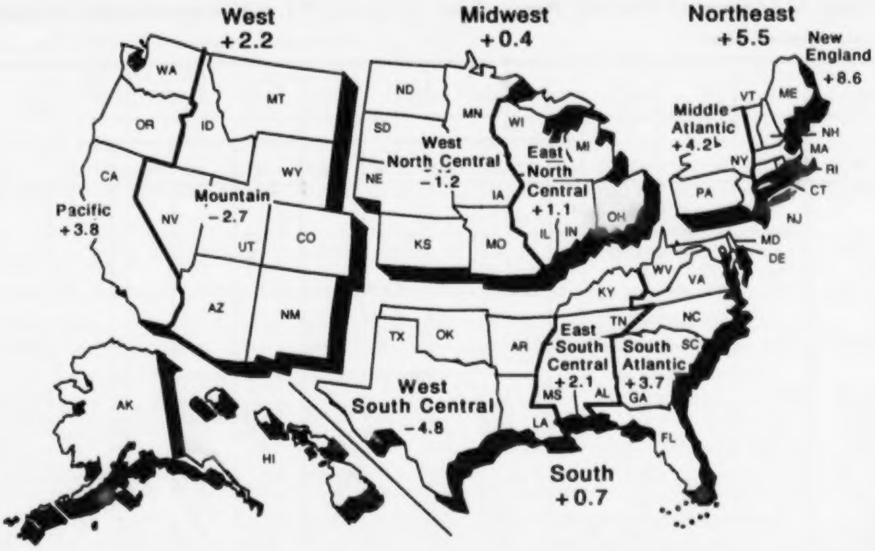
West
+2.2
Midwest
+0.4
Northeast
+5.5
New England
+8.6
Middle Atlantic
+4.2
Pacific
+3.8
Mountain
-2.7
West North Central
-1.2
East North Central
+1.1
West South Central
-4.8
East South Central
+2.1
South Atlantic
+3.7
South
+0.7
WA
OR
CA
ID
NV
MT
WY
UT
CO
AZ
NM
AK
HI
ND
SD
NE
KS
MN
IA
MO
WI
MI
IL
IN
OH
TX
OK
AR
LA
KY
TN
MS
AL
WV
VA
NC
SC
GA
FL
MD
DE
PA
NY
NJ
VT
ME
NH
MA
RI
CT

Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986				1985									Percent change		
														Apr. 1986 from–		4 mos. 1986 from 4 mos. 1985
	Jan.	Feb.	Mar.	Apr.[p]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986	
Northeast																
Retail trade, total	**23,451**	**21,903**	**24,984**	**25,126**	**23,818**	**25,708**	**24,606**	**24,514**	**25,653**	**24,635**	**25,444**	**26,203**	**30,786**	+5.5	+.6	+8.4
Durable goods, total	8,076	7,841	9,053	9,808	8,580	9,583	9,130	9,106	9,214	9,394	8,982	8,780	9,792	+14.3	+8.3	+17.0
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,465	1,128	1,344	1,361	1,384	1,363	1,297	1,422	1,332	1,213	+29.9	+25.8	+32.5
Automotive dealers	4,771	4,768	5,563	5,955	5,413	5,945	5,509	5,558	5,492	5,839	5,102	4,656	4,456	+10.0	+7.0	+16.9
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,250	1,081	1,199	1,169	1,190	1,263	1,197	1,353	1,500	1,863	+15.6	-1.0	+14.6
Nondurable goods, total	15,375	14,062	15,931	15,318	15,238	16,125	15,476	15,408	16,439	15,241	16,462	17,423	20,994	+.5	-3.8	+4.0
General mdse. group stores	1,761	1,857	2,442	2,456	2,438	2,685	2,450	2,168	2,658	2,440	2,740	3,435	5,125	+.7	+.6	+2.6
Department stores	1,487	1,552	2,084	2,105	2,056	2,309	2,101	1,830	2,260	2,068	2,354	2,969	4,395	+2.4	+1.0	+3.6
Food stores	5,392	4,844	5,378	5,124	4,829	5,246	5,123	5,297	5,438	4,995	5,266	5,350	5,588	+6.1	-4.7	+7.9
Grocery stores	5,049	4,500	4,965	4,736	4,387	4,808	4,716	4,901	5,037	4,632	4,878	4,969	5,137	+8.0	-4.6	+9.8
Gasoline service stations	1,650	1,449	1,466	1,356	1,639	1,683	1,666	1,735	1,749	1,596	1,669	1,619	1,720	-17.3	-7.5	-5.2
Apparel & accessory stores	1,163	1,081	1,505	1,445	1,424	1,510	1,351	1,204	1,529	1,407	1,575	1,778	2,461	+1.5	-4.0	+6.7
Eating & drinking places	2,276	2,098	2,373	2,407	2,391	2,568	2,618	2,724	2,753	2,513	2,595	2,452	2,459	+.7	+1.4	+4.1
Drug & proprietary stores	785	751	848	843	787	800	769	763	788	754	802	792	1,026	+7.1	-.6	+5.1
GAF, total[1]	4,919	4,871	6,048	5,960	5,646	6,223	5,796	5,292	6,317	5,842	6,511	7,803	11,443	+5.6	-1.5	+7.4
Midwest[2]																
Retail trade, total	**24,301**	**23,176**	**26,772**	**27,696**	**27,589**	**29,583**	**27,981**	**27,866**	**29,113**	**27,613**	**28,074**	**28,476**	**32,369**	+.4	+3.5	+3.3
Durable goods, total	8,665	8,620	10,041	11,194	10,927	11,692	10,988	10,969	11,169	10,930	10,134	9,633	10,510	+2.4	+11.5	+5.0
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,642	1,444	1,708	1,600	1,615	1,592	1,520	1,647	1,457	1,300	+13.7	+34.2	+10.8
Automotive dealers	5,582	5,775	6,624	7,407	7,381	7,766	7,218	7,200	7,195	7,233	6,077	5,587	5,513	+.4	+11.8	+3.1
Furniture, home furn, and equipment stores	1,225	1,075	1,263	1,236	1,130	1,142	1,128	1,162	1,288	1,224	1,372	1,463	1,855	+9.4	-2.1	+15.1
Nondurable goods, total	15,636	14,556	16,731	16,502	16,662	17,891	16,993	16,897	17,944	16,683	17,940	18,843	21,859	-1.0	-1.4	+2.3
General mdse. group stores	2,384	2,324	3,181	3,219	3,198	3,393	3,125	2,955	3,469	3,051	3,404	4,183	6,098	+.7	+1.2	+3.1
Department stores	2,098	2,039	2,821	2,853	2,766	2,950	2,730	2,572	3,044	2,676	2,996	3,706	5,419	+3.1	+1.1	+4.6
Food stores	5,353	4,870	5,334	5,149	5,181	5,707	5,372	5,435	5,625	5,183	5,375	5,536	5,723	-.6	-3.5	+2.6
Grocery stores	5,132	4,648	5,081	4,902	4,902	5,396	5,093	5,152	5,305	4,922	5,114	5,253	5,399	.0	-3.5	+3.3
Gasoline service stations	2,211	1,913	1,894	1,870	2,381	2,550	2,526	2,582	2,502	2,392	2,527	2,402	2,446	-21.5	-1.3	-11.7
Apparel & accessory stores	1,018	897	1,294	1,221	1,202	1,192	1,125	1,100	1,343	1,160	1,303	1,516	2,108	+1.6	-5.6	+8.4
Eating & drinking places	2,220	2,254	2,608	2,672	2,321	2,595	2,614	2,525	2,639	2,510	2,587	2,443	2,270	+15.1	+2.5	+12.6
Drug & proprietary stores	992	931	993	940	944	968	952	960	994	930	986	967	1,306	-.4	-5.3	+3.3
GAF, total[1]	5,179	4,838	6,350	6,292	6,152	6,463	6,112	5,904	6,853	6,080	6,755	7,994	11,642	+2.3	-.9	+6.4
South																
Retail trade, total	**35,370**	**33,284**	**38,538**	**38,491**	**38,226**	**39,910**	**38,028**	**38,504**	**40,360**	**37,610**	**38,052**	**38,711**	**46,050**	+.7	-.1	+3.1
Durable goods, total	13,649	12,834	14,645	15,521	15,304	16,087	15,205	15,578	16,018	15,397	14,627	13,911	15,815	+1.4	+6.0	+2.0
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,074	2,564	2,672	2,488	2,615	2,492	2,396	2,554	2,258	2,271	+19.9	+16.0	+19.7
Automotive dealers	8,405	7,901	8,690	9,240	9,608	10,089	9,476	9,747	10,095	9,853	8,705	7,957	8,051	-3.8	+6.3	-3.9
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	1,732	1,921	1,894	1,883	2,005	1,863	1,950	2,101	2,651	+10.1	-1.8	+9.1
Nondurable goods, total	21,721	20,450	23,893	22,970	22,922	23,823	22,823	22,926	24,342	22,213	23,425	24,800	30,235	+.2	-3.9	+3.8
General mdse. group stores	3,192	3,300	4,485	4,328	4,249	4,508	4,184	3,939	4,569	4,004	4,367	5,477	8,512	+1.9	-3.5	+4.5
Department stores	2,604	2,676	3,655	3,539	3,450	3,632	3,388	3,204	3,722	3,234	3,551	4,404	6,794	+2.6	-3.2	+5.6
Food stores	8,138	7,476	8,353	8,061	7,869	8,283	8,098	8,300	8,511	7,866	8,096	8,322	8,626	+2.4	-3.5	+4.1
Grocery stores	7,859	7,208	8,050	7,774	7,540	7,971	7,806	8,003	8,217	7,587	7,798	8,015	8,270	+3.1	-3.4	+4.5
Gasoline service stations	2,624	2,293	2,317	2,201	2,663	2,755	2,787	2,892	2,861	2,635	2,685	2,584	2,733	-17.3	-5.0	-3.0
Apparel & accessory stores	1,514	1,448	2,105	1,895	1,858	1,825	1,665	1,624	1,985	1,745	1,799	2,077	3,164	+2.0	-10.0	+7.7
Eating & drinking places	3,324	3,130	3,649	3,677	3,643	3,767	3,614	3,631	3,734	3,369	3,507	3,379	3,407	+.9	+.8	+3.1
Drug & proprietary stores	1,281	1,229	1,361	1,291	1,191	1,222	1,166	1,187	1,241	1,136	1,265	1,275	1,714	+8.4	-5.1	+10.4
GAF, total[1]	7,512	7,370	9,543	9,056	8,859	9,271	8,697	8,377	9,595	8,568	9,171	10,930	16,771	+2.2	-5.1	+5.8
West																
Retail trade, total	**22,520**	**21,298**	**23,942**	**23,818**	**23,312**	**24,987**	**24,162**	**24,341**	**25,646**	**23,984**	**24,180**	**24,670**	**29,441**	+2.2	-.5	+3.4
Durable goods, total	8,595	8,174	9,104	9,359	9,005	9,796	9,269	9,266	9,652	9,444	9,044	8,796	10,229	+3.9	+2.8	+3.4
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,591	1,327	1,388	1,386	1,359	1,452	1,328	1,327	1,189	1,209	+19.9	+16.7	+18.2
Automotive dealers	5,053	4,884	5,364	5,455	5,434	6,035	5,569	5,586	5,725	5,619	5,123	4,903	5,[illegible]73	+.4	+1.7	+1.0
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,212	1,152	1,203	1,190	1,222	1,260	1,225	1,308	1,342	1,733	+5.2	-3.1	+2.6
Nondurable goods, total	13,925	13,124	14,838	14,459	14,307	15,191	14,893	15,075	15,994	14,540	15,136	15,874	19,212	+1.1	-2.6	+3.4
General mdse. group stores	2,046	2,069	2,553	2,496	2,446	2,650	2,584	2,426	2,817	2,532	2,706	3,327	4,985	+2.0	-2.2	+4.6
Department stores	1,765	1,782	2,209	2,173	2,136	2,280	2,228	2,111	2,410	2,176	2,315	2,831	4,295	+1.7	-1.6	+4.2
Food stores	5,065	4,623	5,148	4,993	4,852	5,132	5,008	5,116	5,263	4,709	4,972	5,089	5,472	+2.9	-3.0	+4.9
Grocery stores	4,709	4,274	4,757	4,601	4,513	4,777	4,672	4,776	4,914	4,374	4,618	4,727	4,959	+1.9	-3.3	+3.7
Gasoline service stations	1,582	1,467	1,496	1,476	1,665	1,806	1,795	1,861	1,893	1,757	1,766	1,680	1,719	-11.4	-1.3	-4.2
Apparel & accessory stores	999	975	1,224	1,176	1,119	1,180	1,156	1,145	1,315	1,179	1,204	1,438	2,050	+5.1	-3.9	+8.4
Eating & drinking paces	2,518	2,344	2,679	2,581	2,488	2,630	2,668	2,793	2,853	2,595	2,618	2,480	2,592	+3.7	-3.7	+4.3
Drug & proprietary stores	770	708	795	787	781	813	788	816	843	775	810	798	1,140	+.8	-1.0	+2.4
GAF, total[1]	5,133	4,967	5,915	5,761	5,592	5,996	5,871	5,680	6,401	5,877	6,190	7,219	10,692	+3.0	-2.6	+4.0

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown seperately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986				1985									Percent change		
														Apr. 1986 from--		4 mos. 1986 from 4 mos. 1985
	Jan.	Feb.	Mar.	Apr.^{p}	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986	
New England	7,150	6,664	7,480	7,537	6,941	7,492	7,353	7,361	7,729	7,461	7,777	7,811	9,108	+8.6	+.8	+10.8
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,622	4,534	4,793	4,561	4,638	4,965	4,517	5,008	5,289	6,266	+1.9	-3.6	+5.8
Gen. mdse. group stores	513	539	702	720	710	753	692	621	775	695	767	971	1,471	+1.4	+2.6	+4.0
Department stores	407	411	555	570	551	614	566	502	619	549	622	782	1,179	+3.4	+2.7	+4.5
Food stores	1,534	1,360	1,494	1,412	1,366	1,559	1,510	1,582	1,644	1,441	1,557	1,536	1,562	+3.4	-5.5	+7.1
GAF, total[1]	1,238	1,261	1,590	1,604	1,463	1,615	1,538	1,393	1,714	1,543	1,710	2,059	3,070	+9.6	+.9	+9.5
Middle Atlantic	18,301	15,239	17,504	17,589	16,877	18,216	17,253	17,153	17,924	17,174	17,667	18,392	21,678	+4.2	+.5	+7.4
Durable goods, total	5,706	5,513	6,370	6,893	6,173	6,884	6,338	6,383	6,450	6,450	6,213	6,258	6,950	+11.7	+8.2	+15.4
Automotive dealers	3,311	3,257	3,846	4,108	3,832	4,235	3,774	3,834	3,785	3,916	3,463	3,236	3,089	+7.2	+6.8	+15.1
Nondurable goods, total	10,595	9,726	11,134	10,696	10,704	11,332	10,915	10,770	11,474	10,724	11,454	12,134	14,728	-.1	-3.9	+3.2
Gen. mdse. group stores	1,248	1,318	1,740	1,736	1,728	1,932	1,758	1,547	1,883	1,745	1,973	2,464	3,654	+.5	-.2	+2.0
Department stores	1,080	1,141	1,529	1,535	1,505	1,695	1,535	1,328	1,641	1,519	1,732	2,187	3,216	+2.0	+.4	+3.3
Food stores	3,858	3,484	3,884	3,712	3,463	3,687	3,613	3,715	3,794	3,554	3,709	3,814	4,026	+7.2	-4.4	+8.2
Gasoline service stations	1,103	956	981	904	1,173	1,189	1,174	1,208	1,218	1,092	1,118	1,077	1,152	-22.9	-7.8	-10.8
Apparel & accessory strs.	869	792	1,116	1,060	1,081	1,138	1,020	909	1,141	1,063	1,175	1,309	1,856	-1.9	-5.0	+4.4
Eating & drinking places	1,498	1,393	1,594	1,608	1,617	1,750	1,799	1,828	1,873	1,747	1,737	1,646	1,676	-.6	+.9	+.5
Drug & proprietary stores	588	553	644	643	568	586	562	565	575	551	595	581	747	+13.2	-.2	+12.2
GAF, total[1]	3,681	3,610	4,458	4,356	4,183	4,608	4,258	3,899	4,603	4,299	4,801	5,744	8,373	+4.1	-2.3	+6.6
East North Central	16,969	16,300	18,923	19,558	19,351	20,597	19,732	19,611	20,400	19,370	19,545	19,931	22,888	+1.1	+3.4	+4.0
Durable goods, total	5,975	6,021	7,021	7,831	7,606	7,961	7,603	7,644	7,649	7,568	6,937	6,632	7,441	+3.0	+11.5	+5.8
Automotive dealers	3,879	4,047	4,664	5,209	5,118	5,272	5,017	5,041	4,930	5,029	4,158	3,808	3,883	+1.8	+11.7	+4.5
Furniture, home furn. strs.	843	764	912	901	847	837	831	856	946	881	968	1,068	1,326	+6.4	-1.2	+13.9
Nondurable goods, total	10,994	10,279	11,902	11,727	11,745	12,636	12,129	11,967	12,751	11,802	12,608	13,299	15,447	-.2	-1.5	+3.0
Gen. mdse. group stores	1,661	1,616	2,236	2,269	2,252	2,374	2,199	2,063	2,415	2,136	2,405	2,961	4,313	+.8	+1.5	+3.0
Department stores	1,480	1,443	2,008	2,033	1,979	2,090	1,941	1,816	2,145	1,900	2,146	2,672	3,878	+2.7	+1.2	+4.2
Food stores	3,647	3,325	3,668	3,523	3,557	3,947	3,733	3,751	3,912	3,542	3,642	3,757	3,893	-1.0	-4.0	+2.4
Gasoline service stations	1,547	1,347	1,333	1,277	1,628	1,711	1,750	1,790	1,743	1,666	1,724	1,615	1,671	-21.6	-4.2	-12.0
Apparel & accessory strs.	758	661	963	908	894	904	861	817	1,003	867	957	1,141	1,576	+1.6	-5.7	+8.6
Eating & drinking places	1,574	1,640	1,889	1,959	1,683	1,914	1,934	1,836	1,922	1,823	1,853	1,777	1,600	+16.4	+3.7	+13.8
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,528	4,428	4,629	4,421	4,241	4,900	4,359	4,834	5,789	8,405	+2.3	-.6	+6.6
West North Central	7,332	6,876	7,849	8,138	8,238	8,986	8,249	8,255	8,713	8,243	8,529	8,545	9,481	-1.2	+3.7	+1.5
Durable goods, total	2,690	2,599	3,020	3,363	3,321	3,731	3,385	3,325	3,520	3,362	3,197	3,001	3,069	+1.3	+11.4	+3.1
Automotive dealers	1,703	1,728	1,960	2,198	2,263	2,494	2,201	2,159	2,265	2,204	1,919	1,779	1,630	-2.9	+12.1	-.2
Nondurable goods, total	4,642	4,277	4,829	4,775	4,917	5,255	4,864	4,930	5,193	4,881	5,332	5,544	6,412	-2.9	-1.1	+.6
Gen. mdse. group stores	723	708	945	950	946	1,019	926	892	1,054	915	999	1,222	1,785	+.4	+.5	+3.3
Department stores	618	596	813	820	787	860	789	756	899	776	850	1,034	1,541	+4.2	+.9	+5.5
Food stores	1,706	1,545	1,666	1,626	1,624	1,760	1,639	1,684	1,713	1,641	1,733	1,779	1,830	+.1	-2.4	+2.8
Gasoline service stations	664	566	561	593	753	839	776	792	759	726	803	787	775	-21.2	+5.7	-11.1
Apparel & accessory strs.	260	236	331	313	308	288	264	283	340	293	346	375	532	+1.6	-5.4	+7.8
GAF, total[1]	1,510	1,403	1,793	1,764	1,724	1,834	1,691	1,663	1,953	1,721	1,921	2,205	3,237	+2.3	-1.6	+5.8
South Atlantic	18,748	17,664	20,445	20,601	19,870	20,528	19,483	19,726	20,771	19,474	19,919	20,258	24,042	+3.7	+.8	+5.2
Durable goods, total	7,844	7,377	8,351	8,998	8,460	8,836	8,275	8,548	8,798	8,518	8,191	7,881	8,855	+6.4	+7.7	+5.7
Automotive dealers	4,825	4,576	4,967	5,398	5,330	5,626	5,203	5,437	5,618	5,527	4,963	4,582	4,507	+1.3	+8.7	-1.1
Furniture, home furn. strs.	1,015	958	1,081	1,053	918	1,015	1,009	992	1,064	987	1,058	1,183	1,461	+14.7	-2.6	+12.2
Nondurable goods, total	10,904	10,287	12,094	11,603	11,410	11,692	11,208	11,178	11,973	10,956	11,728	12,377	15,187	+1.7	-4.1	+4.9
Gen. mdse. group stores	1,564	1,642	2,214	2,166	2,103	2,212	2,053	1,887	2,232	1,958	2,149	2,749	4,327	+3.0	-2.2	+4.6
Department stores	1,250	1,303	1,775	1,741	1,676	1,749	1,638	1,507	1,789	1,577	1,735	2,170	3,393	+3.9	-1.9	+5.3
Food stores	4,024	3,635	4,113	3,971	3,879	4,014	3,920	4,002	4,137	3,812	4,009	4,116	4,250	+2.4	-3.5	+3.6
Gasoline service stations	1,431	1,263	1,269	1,205	1,389	1,411	1,381	1,457	1,495	1,387	1,431	1,356	1,445	-13.2	-5.0	+.5
Apparel & accessory strs.	717	687	1,054	971	892	845	787	760	914	805	872	994	1,513	+8.9	-7.9	+11.9
GAF, total[1]	3,805	3,786	4,900	4,696	4,486	4,569	4,317	4,106	4,728	4,223	4,631	5,578	8,551	+4.7	-4.2	+7.8
East South Central	5,536	5,162	6,076	6,104	5,981	6,350	6,119	6,401	6,619	6,184	6,370	6,338	7,364	+2.1	+.5	+5.0
Durable goods, total	1,917	1,853	2,200	2,331	2,147	2,308	2,239	2,424	2,470	2,378	2,312	2,100	2,288	+8.6	+6.0	+9.9
Nondurable goods, total	3,619	3,309	3,876	3,773	3,834	4,042	3,880	3,977	4,149	3,806	4,058	4,238	5,076	-1.6	-2.7	+2.5
Gen. mdse. group stores	544	556	796	783	728	771	732	707	807	710	787	1,006	1,506	+7.6	-1.6	+10.3
Department stores	422	424	613	607	577	591	562	538	617	536	595	772	1,134	+5.2	-1.0	+9.0
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,447	1,318	1,423	1,365	1,373	1,555	1,376	1,491	1,791	2,681	+9.8	-3.3	+14.0
West South Central	11,086	10,458	12,017	11,786	12,375	13,032	12,426	12,377	12,970	11,952	11,763	12,115	14,644	-4.8	-1.9	-1.3
Durable goods, total	3,888	3,604	4,094	4,192	4,697	4,943	4,691	4,606	4,750	4,501	4,124	3,930	4,672	-10.8	+2.4	-8.2
Automotive dealers	2,308	2,086	2,249	2,307	2,857	2,941	2,827	2,756	2,884	2,784	2,337	2,143	2,283	-19.3	+2.6	-14.8
Nondurable goods, total	7,198	6,854	7,923	7,594	7,678	8,089	7,735	7,771	8,220	7,451	7,639	8,185	9,972	-1.1	-4.2	+2.8
Gen. mdse. group stores	1,084	1,102	1,475	1,379	1,418	1,525	1,399	1,345	1,530	1,336	1,431	1,722	2,679	-2.8	-6.5	+1.4
Department stores	932	949	1,267	1,191	1,197	1,292	1,188	1,159	1,316	1,121	1,221	1,462	2,267	-.5	-6.0	+4.3
Food stores	2,763	2,664	2,899	2,759	2,696	2,877	2,817	2,904	2,956	2,728	2,747	2,871	2,981	+2.3	-4.8	+5.8
Apparel & accessory strs.	601	566	748	650	702	710	638	621	774	692	666	776	1,194	-7.4	-13.1	+2.4
GAF, total[1]	2,596	2,496	3,146	2,913	3,055	3,279	3,015	2,898	3,312	2,969	3,049	3,561	5,539	-4.6	-7.4	-.2
Mountain	5,719	5,353	5,908	5,780	5,941	6,305	6,032	6,195	6,585	5,914	6,172	6,284	7,383	-2.7	-2.2	+2.2
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,638	3,691	3,963	3,838	3,933	4,264	3,680	3,904	4,098	4,841	-1.4	-4.5	+2.0
Gen. mdse. group stores	492	499	635	609	596	672	630	585	710	620	668	842	1,249	+2.2	-4.1	+4.3
Department stores	403	401	523	506	490	532	493	479	554	492	535	648	998	+3.3	-3.3	+6.6
Food stores	1,386	1,269	1,411	1,350	1,349	1,470	1,407	1,431	1,487	1,245	1,385	1,405	1,462	+.1	-4.3	+2.6
GAF, total[1]	1,208	1,164	1,439	1,358	1,339	1,408	1,339	1,291	1,501	1,370	1,465	1,693	2,617	+1.4	-5.6	+1.8
Pacific	16,801	15,946	18,034	18,038	17,371	18,682	18,130	18,146	19,061	18,070	18,008	18,386	22,058	+3.8	.0	+3.8
Durable goods, total	6,445	6,201	7,007	7,217	6,755	7,454	7,075	7,004	7,331	7,210	6,776	6,610	7,687	+6.8	+3.0	+3.7
Automotive dealers	3,819	3,727	4,217	4,287	4,142	4,660	4,292	4,223	4,373	4,339	3,862	3,707	3,910	+3.5	+1.7	.0
Furniture, home furn. strs.	972	872	962	942	858	928	923	960	990	953	1,010	1,044	1,329	+9.8	-2.1	+7.6
Nondurable goods, total	10,356	9,744	11,027	10,821	10,616	11,228	11,055	11,142	11,730	10,860	11,232	11,776	14,371	+1.9	-1.9	+3.9
Gen. mdse. group stores	1,554	1,570	1,918	1,887	1,850	1,978	1,954	1,841	2,107	1,912	2,038	2,485	3,736	+2.0	-1.6	+4.7
Depatment stores	1,362	1,381	1,686	1,667	1,646	1,748	1,735	1,632	1,856	1,684	1,780	2,183	3,297	+1.3	-1.1	+3.4
Food stores	3,679	3,354	3,737	3,643	3,503	3,662	3,601	3,685	3,776	3,464	3,607	3,684	4,010	+4.0	-2.5	+5.8
Gasoline service stations	1,071	1,021	1,067	1,077	1,172	1,264	1,239	1,258	1,282	1,195	1,188	1,129	1,173	-8.1	+.9	-3.0
Apparel & accessory strs.	784	768	940	907	878	947	942	920	1,044	946	949	1,159	1,594	+3.3	-3.5	+7.2
Eating & drinking places	1,950	1,774	2,037	1,976	1,900	2,016	2,041	2,106	2,127	2,001	2,035	1,916	2,011	+4.0	-3.0	+4.1
Drug & proprietary stores	632	575	643	639	592	620	610	629	651	614	645	638	933	+7.9	-.6	+8.6
GAF, total[1]	3,925	3,803	4,476	4,403	4,253	4,588	4,532	4,389	4,900	4,507	4,725	5,526	8,075	+3.5	-1.6	+4.7

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^{p}Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986				1985									Percent change		
														Apr. 1986 from--		4 mos. 1986 from 4 mos. 1985
	Jan.	Feb.	Mar.	Apr.^{p}	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986	
California, total	13,260	12,539	14,131	14,139	13,512	14,576	14,124	14,132	14,784	13,980	14,015	14,445	17,359	+4.6	+.1	+4.6
Durable goods, total	5,288	5,042	5,708	5,869	5,367	5,957	5,667	5,641	5,860	5,707	5,412	5,345	6,350	+9.4	+2.8	+5.6
Nondurable goods, total	7,972	7,497	8,423	8,270	8,145	8,619	8,457	8,491	8,924	8,273	8,603	9,100	11,009	+1.5	-1.8	+4.0
Department stores	1,070	1,092	1,316	1,310	1,299	1,374	1,372	1,276	1,435	1,314	1,392	1,742	2,626	+.8	-.5	+2.7
GAF, total[1]	2,973	2,917	3,422	3,354	3,248	3,526	3,491	3,342	3,699	3,426	3,576	4,239	6,244	+3.3	-2.0	+4.2
Florida, total	6,118	5,886	6,518	6,315	5,909	5,894	5,581	5,677	5,913	5,635	5,907	6,148	7,359	+6.9	-3.1	+7.3
Durable goods, total	2,825	2,696	2,810	2,854	2,583	2,576	2,387	2,502	2,569	2,607	2,643	2,652	3,036	+10.5	+1.6	+9.7
Nondurable goods, total	3,293	3,190	3,708	3,461	3,326	3,318	3,194	3,175	3,344	3,028	3,264	3,496	4,323	+4.1	-6.7	+5.5
Department stores	449	474	606	563	539	561	532	493	576	487	551	665	1,068	+4.5	-7.1	+4.7
GAF, total[1]	1,441	1,413	1,730	1,592	1,447	1,459	1,402	1,348	1,482	1,324	1,492	1,751	2,705	+10.0	-8.0	+11.0
Illinois, total	4,561	4,355	5,132	5,265	5,268	5,608	5,328	5,332	5,490	5,191	5,333	5,425	6,315	-.1	+2.6	+2.3
Nondurable goods, total	2,965	2,776	3,289	3,229	3,231	3,533	3,374	3,272	3,472	3,269	3,558	3,720	4,363	-.1	-1.8	+3.1
Department stores	387	376	521	527	517	556	514	476	563	498	561	687	1,027	+1.9	+1.2	+3.0
GAF, total[1]	1,038	985	1,299	1,283	1,258	1,330	1,260	1,174	1,361	1,231	1,341	1,600	2,334	+2.0	-1.2	+5.4
Indiana, total	2,256	2,239	2,447	2,513	2,524	2,759	2,625	2,540	2,745	2,535	2,509	2,567	2,884	-.4	+2.7	-.4
Nondurable goods, total	1,538	1,441	1,661	1,626	1,635	1,807	1,681	1,657	1,791	1,610	1,700	1,777	2,066	-.6	-2.1	+.7
Department stores	174	171	247	244	234	249	231	218	261	220	255	328	489	+4.3	-1.2	+5.6
GAF, total[1]	419	386	540	525	509	518	499	467	560	496	562	670	997	+3.1	-2.8	+7.0
Louisiana, total	1,616	1,527	1,700	1,666	1,777	1,905	1,800	1,771	1,837	1,708	1,667	1,860	2,134	-6.3	-2.1	-1.2
Nondurable goods, total	1,116	1,045	1,181	1,095	1,169	1,229	1,173	1,177	1,249	1,134	1,164	1,291	1,522	-6.3	-7.3	+1.7
Department stores	133	136	189	166	177	186	171	170	188	157	175	219	328	-6.2	-12.2	+1.6
GAF, total[1]	354	344	464	421	423	468	428	415	466	412	436	549	806	-.5	-9.3	+2.1
Maryland, total	2,077	1,979	2,414	2,408	2,267	2,425	2,326	2,299	2,427	2,292	2,317	2,367	2,812	+6.2	-.2	+7.1
Nondurable goods, total	1,228	1,142	1,373	1,325	1,339	1,431	1,337	1,326	1,440	1,334	1,376	1,468	1,758	-1.0	-3.5	+1.1
Department stores	149	156	211	215	210	230	208	185	218	210	229	289	440	+2.4	+1.9	+2.8
GAF, total[1]	436	442	619	598	521	558	523	483	566	520	580	682	1,065	+14.8	-3.4	+12.2
Massachusetts, total	3,336	3,105	3,594	3,629	3,302	3,610	3,551	3,516	3,642	3,594	3,728	3,702	4,249	+9.9	+1.0	+9.8
Nondurable goods, total	2,082	1,901	2,140	2,073	1,965	2,177	2,077	2,112	2,246	2,037	2,272	2,395	2,734	+5.5	-3.1	+7.1
Department stores	193	198	264	268	257	290	265	236	290	261	296	368	552	+4.3	+1.5	+4.4
GAF, total[1]	590	598	773	758	688	769	724	632	805	728	822	988	1,450	+10.2	-1.9	+9.7
Michigan, total	3,912	3,788	4,384	4,543	4,246	4,580	4,405	4,404	4,597	4,337	4,417	4,556	5,317	+7.0	+3.6	+8.7
Durable goods, total	1,346	1,399	1,632	1,822	1,674	1,883	1,736	1,773	1,787	1,737	1,654	1,603	1,822	+8.8	+11.6	+9.6
Nondurable goods, total	2,566	2,389	2,752	2,721	2,572	2,697	2,669	2,631	2,810	2,600	2,763	2,953	3,495	+5.8	-1.1	+8.2
Department stores	403	381	504	514	488	521	498	466	527	485	538	652	889	+5.3	+2.0	+6.1
GAF, total[1]	971	896	1,163	1,149	1,070	1,147	1,134	1,133	1,269	1,109	1,246	1,477	2,045	+7.4	-1.2	+10.9
Minnesota, total	2,002	1,905	2,110	2,265	2,276	2,591	2,299	2,219	2,348	2,289	2,370	2,328	2,518	-.5	+7.3	+1.9
Nondurable goods, total	1,177	1,122	1,239	1,261	1,286	1,452	1,286	1,266	1,336	1,253	1,370	1,421	1,626	-1.9	+1.8	+1.7
Department stores	161	157	211	210	203	223	207	190	235	208	237	266	391	+3.4	-.5	+3.4
GAF, total[1]	385	354	451	460	414	440	417	399	484	439	484	556	795	+11.1	+2.0	+11.0
Missouri, total	2,287	2,204	2,590	2,606	2,597	2,761	2,571	2,545	2,738	2,584	2,594	2,649	2,933	+.3	+.6	+4.0
Nondurable goods, total	1,488	1,360	1,575	1,529	1,526	1,595	1,499	1,504	1,603	1,513	1,650	1,728	2,020	+.2	-2.9	+3.8
Department stores	203	199	268	274	262	280	260	248	293	252	273	348	512	+4.6	+2.2	+6.7
GAF, total[1]	454	431	569	548	554	580	536	507	592	530	563	687	1,021	-1.1	-3.7	+3.9
New Jersey, total	3,868	3,499	4,052	4,175	3,879	4,171	4,066	4,044	4,146	4,019	4,104	4,238	5,128	+7.6	+3.0	+8.7
Nondurable goods, total	2,393	2,118	2,486	2,399	2,461	2,618	2,574	2,530	2,613	2,450	2,586	2,729	3,347	-2.5	-3.5	+.7
Department stores	227	258	334	340	319	366	336	281	359	334	373	476	737	+6.6	+1.8	+6.5
GAF, total[1]	900	884	1,083	1,071	1,002	1,099	1,028	950	1,099	1,022	1,143	1,387	2,034	+6.9	-1.1	+7.3
New York, total	7,611	7,066	8,008	7,988	7,717	8,380	7,788	7,768	8,190	7,860	8,183	8,425	9,931	+3.5	-.2	+8.3
Durable goods, total	2,629	2,491	2,854	3,037	2,748	3,144	2,829	2,849	2,909	2,903	2,842	2,861	3,165	+10.5	+6.4	+13.6
Nondurable goods, total	4,982	4,575	5,154	4,951	4,969	5,236	4,959	4,909	5,281	4,957	5,341	5,564	6,766	-.4	-3.9	+2.7
Department stores	482	503	658	658	650	751	678	578	709	664	763	926	1,374	+1.2	.0	+2.4
GAF, total[1]	1,805	1,735	2,102	2,065	1,954	2,209	2,023	1,827	2,173	2,068	2,298	2,676	3,951	+5.7	-1.8	+9.3
North Carolina, total	2,635	2,409	2,724	2,864	2,820	3,059	2,976	3,001	3,140	2,830	2,843	2,895	3,483	+1.6	+5.1	+4.7
Nondurable goods, total	1,544	1,456	1,669	1,595	1,558	1,643	1,606	1,586	1,730	1,566	1,696	1,830	2,262	+2.4	-4.4	+7.3
Department stores	134	131	190	195	194	195	183	171	202	178	188	239	385	+.5	+2.6	+4.5
GAF, total[1]	497	477	627	622	689	654	621	590	675	591	629	777	1,211	-9.7	-.8	+1.8
Ohio, total	4,506	4,284	5,029	5,194	5,276	5,409	5,157	5,239	5,367	5,160	5,128	5,164	5,879	-1.6	+3.3	+4.5
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,870	3,069	3,187	3,043	3,076	3,221	2,966	3,136	3,283	3,843	-6.5	-1.8	-1.3
Department stores	366	367	530	538	534	545	504	477	573	504	566	713	1,063	+.7	+1.5	+2.8
GAF, total[1]	861	820	1,105	1,108	1,116	1,130	1,065	1,026	1,186	1,061	1,171	1,422	2,144	-.7	+.3	+4.9
Pennsylvania, total	4,822	4,674	5,444	5,426	5,281	5,665	5,399	5,351	5,588	5,295	5,380	5,729	6,619	+2.7	-.3	+7.9
Durable goods, total	1,602	1,641	1,950	2,080	2,007	2,187	2,017	2,020	2,008	1,978	1,853	1,888	2,004	+3.6	+6.7	+11.8
Nondurable goods, total	3,220	3,033	3,494	3,346	3,274	3,478	3,382	3,331	3,580	3,317	3,527	3,841	4,615	+2.2	-4.2	+5.9
Department stores	371	380	537	537	536	578	521	469	573	521	596	785	1,105	+.2	.0	+2.4
GAF, total[1]	976	991	1,273	1,220	1,227	1,300	1,207	1,122	1,331	1,209	1,360	1,681	2,388	-.6	-4.2	+1.8
Tennessee, total	2,030	1,894	2,330	2,389	2,160	2,262	2,194	2,274	2,362	2,253	2,317	2,297	2,800	+10.6	+2.5	+10.6
Nondurable goods, total	1,273	1,159	1,402	1,397	1,385	1,425	1,377	1,400	1,469	1,358	1,447	1,524	1,861	+.9	-.4	+4.7
Department stores	153	153	222	217	210	215	203	195	225	195	217	284	420	+3.3	-2.3	+7.8
GAF, total[1]	430	411	573	549	490	534	501	491	580	513	575	709	1,075	+12.0	-4.2	+14.3
Texas, total	7,400	7,038	8,135	8,013	8,436	8,792	8,356	8,351	8,777	8,097	7,919	8,081	9,882	-5.0	-1.5	-1.8
Durable goods, total	2,644	2,468	2,836	2,905	3,313	3,457	3,231	3,191	3,337	3,145	2,877	2,698	3,236	-12.3	+2.4	-9.3
Nondurable goods, total	4,756	4,570	5,299	5,108	5,123	5,335	5,125	5,160	5,440	4,952	5,042	5,383	6,646	-.3	-3.6	+2.9
Department stores	611	629	825	775	779	843	773	755	862	744	806	950	1,498	-.5	-6.1	+4.3
GAF, total[1]	1,768	1,712	2,099	1,953	2,100	2,227	2,035	1,948	2,234	2,033	2,053	2,356	3,723	-7.0	-7.0	-1.4
Virginia, total	2,550	2,354	2,882	2,926	2,902	2,912	2,800	2,826	2,968	2,756	2,804	2,810	3,310	+.8	+1.5	+2.7
Nondurable goods, total	1,625	1,545	1,867	1,825	1,858	1,848	1,773	1,771	1,851	1,645	1,769	1,839	2,280	-1.8	-2.2	+.7
Department stores	157	161	227	224	219	229	211	197	235	214	233	304	460	+2.3	-1.3	+5.9
GAF, total[1]	478	464	615	608	591	613	554	547	629	580	636	788	1,119	+2.9	-1.1	+5.3
Wisconsin, total	1,734	1,634	1,931	2,043	2,037	2,241	2,217	2,098	2,201	2,147	2,158	2,219	2,493	+.3	+5.8	+3.2
Durable goods, total	570	497	655	762	799	829	855	765	744	790	707	653	813	-4.6	+16.3	-1.8
Nondurable goods, total	1,164	1,137	1,276	1,281	1,238	1,412	1,362	1,331	1,457	1,357	1,451	1,566	1,680	+3.5	+.4	+6.0
Department stores	150	148	206	210	206	219	194	179	221	193	226	292	410	+1.9	+1.9	+4.5
GAF, total[1]	380	348	450	463	475	504	463	441	524	462	514	620	885	-2.5	+2.9	+2.8

^{p}Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986				1985									Percent change		
														Apr. 1986 from--		4 mos. 1986 from 4 mos. 1985
	Jan.	Feb.	Mar.	Apr^{p}.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	3,392	3,295	3,777	3,808	3,707	3,953	3,691	3,832	4,005	3,768	3,932	4,003	4,608	+2.7	+.8	+6.3
Nondurable goods, total	2,176	2,073	2,395	2,308	2,253	2,435	2,315	2,315	2,502	2,345	2,586	2,718	3,177	+2.4	-3.6	+6.3
Department stores	267	262	362	361	368	393	363	333	399	357	404	479	732	-1.9	-.3	-.2
GAF, total[2]	756	721	944	927	879	941	895	840	996	925	1,003	1,183	1,730	+5.5	-1.8	+6.9
New York, N.Y.-Northeastern N.J.-Southwestern Ct., total	7,755	7,272	8,285	8,264	7,775	8,414	7,966	7,723	7,975	7,866	8,196	8,517	10,244	+6.3	-.3	+7.9
Nondurable goods, total	5,107	4,697	5,321	5,101	5,047	5,317	5,107	4,867	5,136	4,932	5,325	5,617	6,908	+1.1	-4.1	+3.7
Department stores	472	524	661	656	637	747	673	547	688	660	759	918	1,409	+3.0	-.8	+3.7
GAF, total[2]	1,919	1,910	2,297	2,282	2,152	2,396	2,224	2,001	2,268	2,195	2,445	2,859	4,177	+6.0	-.7	+6.3
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., Total	1,352	1,325	1,461	1,459	1,392	1,516	1,540	1,508	1,580	1,459	1,413	1,507	1,816	+4.8	-.1	+3.2
Nondurable goods, total	771	742	831	813	791	852	836	833	871	804	846	911	1,119	+2.8	-2.2	+5.6
GAF, Total[2]	319	318	370	361	355	390	400	377	407	382	376	462	692	+1.7	-2.4	+2.2
Atlanta, Ga., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	247	266	354	349	332	344	329	300	360	331	354	438	650	+5.1	-1.4	+3.9
Baltimore, Md., total	958	913	1,081	1,058	1,088	1,152	1,084	1,090	1,150	1,043	1,094	1,155	1,315	-2.8	-2.1	+3.8
Nondurable goods, total	652	609	686	655	699	738	673	679	744	679	739	791	913	-6.3	-4.5	+.9
GAF, total[2]	200	197	258	252	245	265	244	223	264	244	269	323	502	+2.9	-2.3	+3.5
Boston, Mass[3]., total	2,188	2,004	2,282	2,321	2,192	2,372	2,331	2,302	2,356	2,291	2,435	2,416	2,767	+5.9	+1.7	+6.8
Nondurable goods, total	1,351	1,217	1,351	1,322	1,271	1,414	1,337	1,330	1,415	1,292	1,479	1,536	1,748	+4.0	-2.1	+5.3
GAF, total[2]	399	386	502	507	477	520	488	429	556	511	571	674	980	+6.3	+1.0	+3.0
Chicago, Ill., total	3,123	3,052	3,500	3,529	3,395	3,623	3,390	3,525	3,695	3,504	3,629	3,715	4,295	+3.9	+.8	+6.9
Nondurable goods, total	1,968	1,884	2,188	2,105	2,049	2,203	2,103	2,100	2,271	2,140	2,364	2,491	2,926	+2.7	-3.8	+6.3
GAF, total[2]	719	690	898	880	832	890	845	795	939	877	947	1,121	1,636	+5.8	-2.0	+7.0
Cleveland, Ohio, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	495	453	521	514	556	567	530	541	561	527	560	581	710	-7.6	-1.3	-.2
GAF, total[2]	171	164	215	225	225	226	211	206	241	221	239	290	438	.0	+4.7	+3.2
Dallas-Fort Worth, Tex., total	1,824	1,756	2,042	1,988	2,234	2,370	2,147	2,202	2,331	2,115	2,138	2,187	2,506	-11.0	-2.6	-4.9
Nondurable goods, total	1,148	1,087	1,281	1,247	1,317	1,381	1,277	1,295	1,433	1,316	1,316	1,443	1,649	-5.3	-2.7	-1.6
GAF, total[2]	450	453	578	558	552	589	537	513	614	618	592	665	988	+1.1	-3.5	+.6
Detroit, Mich., total	1,943	1,932	2,202	2,289	2,109	2,288	2,175	2,138	2,160	2,048	2,118	2,224	2,682	+8.5	+4.0	+9.8
Nondurable goods, total	1,248	1,248	1,430	1,385	1,266	1,346	1,306	1,258	1,352	1,257	1,328	1,438	1,736	+9.4	-3.1	+10.6
GAF, total[2]	495	462	601	591	542	584	590	552	625	552	623	761	1,084	+9.0	-1.7	+11.9
Houston, Tex., total	1,495	1,416	1,607	1,547	1,621	1,720	1,624	1,629	1,725	1,601	1,562	1,651	2,051	-4.6	-3.7	-.4
Nondurable goods, total	958	919	1,052	973	1,000	1,062	986	1,002	1,074	959	1,004	1,076	1,374	-2.7	-7.5	+2.7
GAF, total[2]	368	369	451	423	451	477	435	426	488	425	447	526	836	-6.2	-6.2	-2.1
Kansas city, Mo.-Kans., total	630	604	711	736	758	838	770	727	825	773	718	757	857	-2.9	+3.5	-5.4
Nondurable goods, total	340	321	372	364	400	427	386	363	412	387	385	429	528	-9.0	-2.2	-10.0
GAF, total[2]	166	156	199	196	192	208	194	190	225	195	217	255	395	+2.1	-1.5	+5.3
Los Angeles-Long Beach, Calif., total	3,810	3,634	4,045	4,168	3,914	4,224	4,063	4,094	4,198	4,020	4,018	4,201	5,066	+6.5	+3.0	+4.3
Nondurable goods, total	2,444	2,293	2,580	2,553	2,502	2,611	2,614	2,632	2,674	2,534	2,621	2,764	3,340	+2.0	-1.0	+3.3
GAF, total[2]	985	972	1,120	1,113	1,091	1,198	1,189	1,119	1,197	1,137	1,178	1,402	2,023	+2.0	-.6	+3.0
Miami, Fla., total	1,113	1,047	1,123	1,112	979	1,039	982	972	1,109	1,050	1,146	1,177	1,374	+13.6	-1.0	+10.6
Nondurable goods, total	550	537	610	579	538	550	530	540	593	574	612	609	730	+7.6	-5.1	+9.5
GAF, total[2]	270	267	317	305	278	301	292	284	336	282	315	347	516	+9.7	-3.8	+9.0
Milwaukee, Wis., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	144	132	180	178	178	178	161	155	178	163	191	230	322	.0	-1.1	+4.3
Minneapolis-St. Paul, Minn.-Wis., Total	1,294	1,225	1,346	1,506	1,490	1,685	1,467	1,370	1,504	1,456	1,487	1,502	1,618	+1.2	+12.0	+3.6
Nondurable goods,total	745	721	817	840	859	975	877	805	867	832	900	940	1,068	-2.2	+2.8	+.6
GAF, total[2]	259	247	314	315	297	312	298	280	338	305	336	378	542	+6.1	+.3	+7.7
Nassau-Suffolk, N.Y., total	1,684	1,535	1,628	1,593	1,592	1,769	1,595	1,589	1,627	1,508	1,621	1,774	2,148	+.1	-2.1	+6.0
Nondurable goods, total	1,029	916	964	893	917	958	886	858	945	843	936	1,043	1,328	-2.6	-7.4	+2.4
GAF, total[2]	362	357	413	400	397	439	415	372	418	380	427	532	852	+.8	-3.1	+3.0
New York, N.Y.-N.J., total	3,673	3,467	4,105	4,030	3,826	4,041	3,851	3,632	3,797	3,792	3,971	3,993	4,872	+5.3	-1.8	+5.9
Nondurable goods, total	2,548	2,386	2,747	2,655	2,583	2,725	2,622	2,470	2,596	2,559	2,754	2,827	3,446	+2.8	-3.3	+4.6
GAF, total[2]	1,005	994	1,206	1,194	1,131	1,258	1,152	1,019	1,170	1,176	1,310	1,443	2,068	+5.6	-1.0	+5.2

See footnotes at end of table.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986				1985									Percent change		
														Apr. 1986 from--		4 mos. 1986 from 4 mos. 1985
	Jan.	Feb.	Mar.	Apr.[p]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	860	789	918	995	880	890	887	886	901	898	920	949	1,155	+13.1	+8.4	+8.1
Nondurable goods, total	617	562	668	631	625	627	633	608	625	615	653	675	839	+1.0	-5.5	+3.2
GAF, total[2]	199	201	245	240	236	250	231	213	236	230	260	296	416	+1.7	-2.0	+4.4
Philadelphia, Pa.-N.J., total	2,232	2,101	2,372	2,332	2,148	2,292	2,235	2,209	2,345	2,273	2,365	2,669	3,183	+8.6	-1.7	+16.6
Nondurable goods, total	1,388	1,295	1,505	1,427	1,348	1,449	1,430	1,365	1,467	1,405	1,499	1,656	2,046	+5.9	-5.2	+9.0
GAF, total[2]	505	509	636	615	583	623	591	522	615	586	657	790	1,253	+5.5	-3.3	+7.7
Pittsburgh, Pa., total	848	834	946	956	1,055	1,132	1,027	983	1,016	938	938	999	1,186	-9.4	+1.1	+2.8
Nondurable goods, total	562	545	612	589	605	650	607	612	660	581	622	691	834	-2.6	-3.8	+3.4
GAF, total[2]	200	208	265	261	255	276	248	234	286	250	277	363	504	+2.4	-1.5	+3.2
St. Louis, Mo.-Ill., total	1,119	1,083	1,324	1,335	1,289	1,343	1,218	1,174	1,285	1,237	1,282	1,310	1,509	+3.6	+.8	+6.3
Nondurable goods, total	769	713	857	842	787	823	787	759	804	778	876	922	1,104	+7.0	-1.8	+13.1
GAF, total[2]	241	235	319	302	323	339	308	281	317	291	307	376	562	-6.5	-5.3	-2.8
San Diego, Calif., total	1,014	986	1,016	1,026	1,002	1,086	1,026	1,040	1,128	1,081	1,067	1,113	1,364	+2.4	+1.0	+7.5
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	264	259	298	287	276	292	288	290	318	292	308	356	530	+4.0	-3.7	+5.4
San Francisco-Oakland, Calif., total	2,001	1,863	2,057	2,048	2,062	2,230	2,131	2,218	2,355	2,194	2,244	2,345	2,754	-.7	-.4	+.1
Nondurable goods, total	1,311	1,234	1,328	1,285	1,334	1,443	1,392	1,394	1,510	1,365	1,449	1,554	1,841	-3.7	-3.2	+1.4
GAF, total[2]	450	442	523	504	500	531	526	505	577	524	562	667	984	+.8	-3.6	+2.7
Washington, D.C.-Md.-Va., total	1,901	1,804	2,171	2,192	2,108	2,195	2,073	2,065	2,194	2,056	2,049	2,009	2,437	+4.0	+1.0	+4.8
Nondurable goods, total	990	947	1,169	1,150	1,150	1,190	1,110	1,096	1,142	1,010	1,087	1,128	1,411	.0	-1.6	+1.7
GAF, total[2]	401	404	571	571	473	491	456	434	501	479	529	597	920	+20.7	.0	+14.1
CITIES																
Chicago, Ill., total	919	906	1,030	1,041	1,002	1,045	1,012	1,100	1,134	1,052	1,116	1,106	1,213	+3.9	+1.1	+6.0
Nondurable goods, total	687	673	778	775	763	806	786	780	841	808	885	915	995	+1.6	-.4	+3.7
Department stores	68	67	93	91	95	98	92	83	101	92	105	124	179	-4.2	-2.2	-1.8
GAF, total[2]	201	198	256	244	236	254	241	221	264	242	256	303	418	+3.4	-4.7	+8.3
Los Angeles, Calif., total	1,210	1,149	1,288	1,316	1,252	1,390	1,316	1,362	1,420	1,345	1,377	1,417	1,645	+5.1	+2.2	+3.2
Nondurable goods, total	771	749	849	831	808	897	880	897	923	864	908	966	1,121	+2.8	-2.1	+1.4
Department stores	107	107	125	131	133	139	140	125	136	131	137	169	243	-1.5	+4.8	-2.3
GAF, total[2]	347	331	382	384	384	446	430	398	432	412	427	498	673	.0	+.5	-.1
New York, N.Y., total	2,578	2,442	2,856	2,779	2,455	2,593	2,472	2,338	2,464	2,490	2,703	2,719	3,364	+13.2	-2.7	+13.0
Nondurable goods, total	1,886	1,776	2,036	1,981	1,774	1,869	1,803	1,718	1,829	1,831	1,987	2,029	2,459	+11.7	-2.7	+11.9
Department stores	154	166	205	197	196	232	200	159	198	206	244	271	405	+.5	-3.9	+1.5
GAF, total[2]	727	717	871	865	791	882	809	712	810	837	928	1,006	1,422	+9.4	-.7	+8.6
Philadelphia, Pa., total	547	519	609	593	506	535	523	520	524	509	580	616	743	+17.2	-2.6	+19.2
Nondurable goods. total	477	438	512	489	418	440	426	428	437	428	486	511	601	+17.0	-4.5	+21.0
Department stores	31	29	41	39	40	45	40	36	39	40	47	56	84	-2.5	-4.9	+1.4
GAF, total[2]	122	120	154	138	161	168	153	141	146	146	164	179	270	-14.3	-10.4	-7.3

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. **Department Stores Sales in Selected Areas**

(Data not adjusted for seasonal variations, holiday, or trading-day differences)

Area	1986				1985									Percent change		
														Apr. 1986 from--		4 mos. 1986 from 4 mos. 1985
	Jan.	Feb.	Mar.	Apr.[p]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986	
	Data in millions of dollars															
U.S. Total Department Stores	7,954	8,049	10,769	10,670	10,408	11,171	10,447	9,717	11,438	10,154	11,216	13,910	20,903	+2.5	-0.9	+4.6
Total of Selected Areas	5,287	5,402	7,074	6,979	6,925	7,445	6,984	6,383	7,512	6,786	7,480	9,258	14,038	+0.8	-1.3	+2.9
Standard Metropolitan Statistical Areas[1]	Data in thousands of dollars															
Akron, OH	22,457	22,348	31,873	32,647	33,068	33,516	30,784	28,585	35,736	31,295	34,008	44,592	66,138	-1.3	+2.4	+1.6
Albany-Schenectady-Troy, NY	24,456	25,519	34,156	37,470	34,699	39,770	36,076	32,579	40,951	35,493	38,501	51,466	74,422	+8.0	+9.7	+6.8
Albuquerque, NM	19,267	19,408	25,777	25,748	25,166	27,394	24,989	26,634	[r]29,680	24,784	28,014	31,987	48,231	+2.3	-0.1	+4.6
Allentown-Bethlehem-Easton, PA-NJ	21,104	22,797	30,106	30,885	29,689	32,611	30,059	26,140	32,154	28,837	33,939	45,417	66,015	+4.0	+2.6	+2.9
Anaheim-Santa Ana-Garden Grove, CA	108,189	110,846	129,393	129,793	130,706	138,515	141,231	129,146	137,420	131,986	140,349	178,962	275,746	-0.7	+0.3	+0.7
Atlanta, GA	110,548	120,420	167,006	163,968	155,468	162,497	156,443	140,109	175,200	153,651	166,429	208,816	319,423	+5.5	-1.8	+5.6
Austin, TX	28,606	30,248	38,062	35,953	38,016	41,640	37,906	36,322	42,610	36,586	39,164	45,799	71,721	-5.4	-5.5	+0.9
Bakersfield, CA	13,383	13,480	16,645	16,301	18,707	18,746	18,927	17,438	20,227	17,524	17,980	22,375	33,510	-12.9	-2.1	-5.3
Baltimore, MD	67,245	69,931	96,878	96,663	95,478	105,008	94,888	82,329	98,368	94,643	104,683	136,726	207,218	+1.2	-0.2	+1.4
Baton Rouge, LA	20,877	21,244	29,302	[r]25,513	27,755	29,969	28,001	26,900	29,446	24,083	26,676	34,488	52,758	-8.1	-13.2	-2.7
Birmingham, AL	26,328	27,156	38,466	39,396	36,160	37,189	35,567	31,949	[r]37,988	33,199	34,736	46,189	67,938	+9.0	-0.2	+12.0
Boston, MA	98,040	102,362	134,965	136,609	130,858	149,854	134,401	116,017	146,713	136,352	156,191	[r]188,412	[r]287,743	+4.4	+1.2	+2.2
Bridgeport, CT	15,167	15,694	21,782	21,658	20,080	24,022	22,120	19,239	[r]23,179	[r]20,088	[r]23,034	[r]30,902	[r]48,341	+7.9	-0.6	+6.8
Buffalo, NY	38,345	36,904	52,131	53,756	52,939	58,287	51,701	48,478	58,642	53,340	61,074	76,806	106,688	+1.6	+3.1	+6.7
Canton, OH	14,354	13,803	19,984	21,394	20,947	20,934	19,179	18,042	22,781	19,394	21,881	29,312	43,436	+2.1	+7.0	+2.6
Charleston-North Charleston, SC	12,843	12,937	18,392	18,804	18,005	18,801	17,981	16,739	19,076	15,878	17,258	21,634	34,879	+4.4	+2.2	+8.4
Charlotte-Gastonia, NC	20,794	21,629	32,867	32,667	31,702	32,465	30,127	27,674	33,716	29,703	30,622	40,203	66,246	+3.0	-0.6	+4.7
Chattanooga, TN-GA	13,560	13,786	19,975	19,551	19,492	20,368	18,783	18,071	20,964	18,706	20,343	25,737	39,268	+0.3	-2.1	+2.7
Chicago, IL	249,017	244,166	335,720	333,909	341,572	364,386	336,917	306,986	368,976	333,097	375,655	442,919	677,980	-2.2	-0.5	-0.4
Cincinnati, OH-KY-IN	60,452	62,510	90,711	85,956	85,434	87,298	83,771	76,975	90,173	79,074	94,203	114,265	171,600	+0.6	-5.2	+6.2
Cleveland, OH	66,336	67,553	95,267	105,566	107,684	104,649	95,884	89,678	104,274	99,278	107,703	130,881	198,633	-2.0	+10.8	-1.4
Columbia, SC	14,954	14,990	21,833	21,061	20,728	22,747	20,191	18,768	22,331	19,260	19,806	26,194	43,566	+1.6	-2.6	+6.2
Columbus, OH	41,404	41,567	59,092	57,704	57,738	60,790	56,377	54,288	66,051	55,757	64,189	79,668	122,351	-0.1	-2.3	+2.4
Dallas-Fort Worth, TX	167,750	168,629	224,424	212,783	210,461	228,647	206,846	201,082	225,847	210,201	227,904	274,967	430,339	+1.1	-5.2	+5.0
Davenport-Rock Island-Moline, IA-IL	14,630	13,805	19,851	20,237	20,505	21,998	19,756	18,570	21,978	19,298	20,742	26,546	39,064	-1.3	+1.9	-1.2
Dayton, OH	31,672	33,094	46,490	46,606	46,827	48,008	42,974	41,122	48,097	43,407	50,863	60,521	93,863	-0.5	+0.3	+3.8
Denver-Boulder, CO	74,354	74,437	95,451	94,362	94,326	104,680	96,412	90,069	102,444	95,643	102,079	120,790	191,814	+0.0	-1.1	+1.9
Detroit, MI	178,478	172,999	232,286	237,500	220,486	233,828	226,075	207,411	238,765	219,316	248,456	306,310	431,521	+7.7	+2.2	+7.5
El Paso, TX	19,756	19,566	27,010	25,560	25,461	27,353	24,528	23,784	28,024	25,218	26,560	29,228	45,999	+0.3	-5.4	+4.0
Flint, MI	28,786	27,669	37,263	36,576	37,091	39,162	37,507	34,727	39,142	34,700	38,391	48,100	63,880	-1.4	-1.8	+1.7
Fort Lauderdale-Hollywood, FL	51,663	53,473	66,210	60,280	59,761	61,722	57,468	53,030	65,139	53,698	61,316	71,287	119,995	+0.8	-9.0	+1.1
Fresno, CA	19,134	19,827	25,142	23,724	24,247	25,434	24,929	23,027	29,984	24,827	25,300	32,073	48,456	-2.2	-5.6	+3.1
Gary-Hammond-East Chicago, IN	19,257	18,496	26,829	27,111	27,103	28,765	26,587	24,623	30,499	25,858	28,943	35,304	54,796	+0.0	+1.1	+1.8
Grand Rapids, MI	46,845	42,614	54,410	54,725	51,187	53,869	51,559	48,725	54,683	52,290	56,266	66,509	82,256	+6.9	+0.6	+10.6
Greensboro-Winst-Salem-High Pt.,NC	24,662	23,523	34,988	35,063	36,714	36,462	33,701	30,886	36,701	32,439	34,807	44,558	70,503	-1.8	+0.2	+2.6
Greenville-Spartanburg, SC	[r]18,584	17,977	26,975	[r]26,840	26,014	26,547	25,443	23,377	27,532	23,819	26,356	32,996	51,566	+3.2	-0.5	+6.5
Harrisburg, PA	17,336	17,500	25,968	25,597	24,216	25,512	23,220	21,120	25,287	25,597	29,137	37,827	52,544	+5.7	-1.4	+8.4
Hartford, CT	30,314	30,851	40,867	42,575	40,602	44,459	41,104	35,449	44,274	38,993	44,010	57,448	88,511	+4.9	+4.2	+5.4
Honolulu, HI	39,482	36,504	46,802	40,283	39,554	44,394	41,551	48,359	47,074	[r]39,409	44,506	48,649	76,452	+1.8	-12.1	+2.3
Houston, TX	134,353	141,711	179,543	166,538	177,893	192,138	176,122	169,949	194,991	163,249	176,876	206,507	343,736	-6.4	-7.2	-1.8
Indianapolis, IN	50,819	51,066	72,114	69,250	67,936	72,608	67,115	62,633	74,734	63,818	75,153	97,623	147,569	+1.9	-4.0	+6.0
Jacksonville, FL	22,180	23,542	33,368	32,049	31,709	34,206	33,585	31,943	36,620	31,119	33,094	37,216	62,036	+1.1	-4.0	-0.1
Jersey City, NJ	5,522	5,529	7,486	8,311	7,790	9,036	8,202	7,764	8,059	[r]7,425	[r]8,209	[r]10,040	[r]15,900	+6.7	+11.0	+3.5
Johnson City-Kingsport-Bris.,TN-VA	14,575	13,640	20,199	19,844	20,197	20,580	19,341	19,004	[r]21,841	18,459	20,910	27,466	40,394	-1.8	-1.8	+1.9
Kansas City, MO-KS	65,452	63,150	83,259	86,886	84,834	93,733	85,434	81,914	97,483	81,943	85,547	112,141	169,018	+2.4	+4.4	+3.3
Knoxville, TN	21,167	20,559	29,766	28,239	28,699	30,173	27,913	27,272	30,966	27,711	30,178	40,307	59,565	-1.6	-5.1	+2.5
Lansing-East Lansing, MI	31,380	28,413	36,040	36,352	34,442	36,822	34,852	32,416	35,730	34,012	37,963	44,249	56,322	+5.6	+0.8	+7.0
Las Vegas, NV	29,290	29,985	35,926	34,520	35,861	37,530	33,888	31,797	37,309	33,307	37,082	46,132	69,660	-3.7	-3.9	+4.1
Little Rock-North Little Rock, AR	21,311	21,564	29,462	28,517	28,415	32,336	29,800	27,149	[r]31,393	26,158	27,836	36,471	58,861	+0.4	-3.2	+2.7
Long Branch-Asbury Park, NJ	18,292	21,300	27,109	27,480	26,638	30,018	28,422	23,269	31,480	27,733	30,383	39,906	62,566	+3.2	+1.4	+6.6
Los Angeles-Long Beach, CA	337,310	340,188	384,473	390,628	410,111	432,576	439,581	400,806	433,853	410,009	428,398	539,829	806,798	-4.8	+1.6	-1.9
Louisville, KY-IN	35,414	36,424	51,287	51,630	50,632	50,972	48,167	45,298	52,464	46,527	53,160	69,419	103,100	+2.0	+0.7	+4.1
Memphis, TN-AR-MS	33,295	34,689	48,186	47,549	45,803	47,956	45,028	42,927	47,830	42,018	46,519	60,709	92,878	+3.8	-1.3	+6.2
Miami, FL	72,076	77,146	95,384	88,772	91,319	99,192	96,047	87,464	109,496	87,412	97,347	107,208	173,186	-2.8	-6.9	-3.1
Milwaukee, WI	56,342	55,710	78,856	78,745	79,785	79,626	71,720	67,445	82,101	71,336	88,210	111,585	164,201	-1.3	-0.1	+1.6
Minneapolis-St. Paul, MN-WI	124,363	121,656	162,163	161,875	157,761	171,461	169,460	145,458	180,035	160,086	185,365	203,418	290,046	+2.7	-0.1	+1.5
Mobile, AL	13,656	14,417	20,683	19,289	17,508	18,769	17,520	16,556	17,204	17,600	17,792	23,534	37,468	+10.2	-6.7	+12.5
Nashville-Davidson, TN	36,396	35,604	54,110	52,327	49,852	50,535	48,031	45,537	[r]54,332	47,371	52,909	70,236	103,319	+5.0	-3.3	+10.0
Nassau-Suffolk, NY	94,251	104,991	131,746	130,674	128,707	152,529	142,686	116,740	143,411	130,050	161,841	190,606	294,028	+1.5	-0.8	+4.0
New Bruns.-Perth Amboy-Sayre., NJ	26,526	32,046	40,691	40,612	38,162	44,271	40,283	32,252	41,867	40,111	43,439	58,841	90,986	+6.4	-0.2	+6.8
New Haven-West Haven, CT	14,562	15,163	19,176	20,408	19,902	22,300	20,926	18,007	22,450	18,467	20,624	26,913	40,049	+2.5	+6.4	+4.1
New Orleans, LA	37,246	38,049	55,330	45,481	50,759	52,443	48,713	46,853	51,886	44,848	52,869	64,795	99,674	-10.4	-17.8	-2.8
New York, NY-NJ	239,463	257,389	320,200	312,900	307,688	362,624	318,781	284,936	322,422	321,232	374,792	428,707	652,517	+1.7	-2.3	+3.1
Newark, NJ	46,181	52,869	67,641	69,181	65,034	74,827	67,130	55,289	72,189	66,829	75,170	93,963	147,714	+6.4	+2.3	+4.8
Norfolk-Va.Beach-Portsmouth, VA-NC	24,973	24,752	36,284	35,552	34,515	35,900	33,321	31,248	37,076	32,802	35,663	47,489	70,722	+3.0	-2.0	+7.5
Northeast Pennsylvania	20,792	22,434	31,748	32,687	31,184	34,100	31,120	29,517	34,943	30,509	35,142	47,950	64,798	+4.8	+3.0	+5.7
Oklahoma City, OK	34,212	33,935	46,839	45,934	42,822	48,664	43,744	42,270	[r]47,398	41,122	44,887	54,327	86,461	+7.3	-1.9	+6.7
Omaha, NE-IA	25,906	[r]26,058	36,408	33,362	34,407	38,655	34,291	32,962	38,686	32,794	35,689	46,297	70,519	-3.0	-8.8	+1.2
Orlando, FL	33,433	35,725	47,564	45,469	43,976	46,328	46,576	40,827	46,934	38,171	45,477	53,000	83,938	+3.4	-4.4	+1.8
Oxnard-Simi Valley-Ventura, CA	[r]26,032	26,217	31,739	31,511	32,796	34,938	36,117	32,964	36,344	33,201	33,646	44,600	67,132	-3.8	-0.7	-1.8
Paterson-Clifton-Passaic, NJ	16,454	20,767	25,514	26,689	25,046	28,746	26,457	21,830	27,781	26,525	29,172	38,265	57,791	+6.6	+4.5	+6.3
Philadelphia, PA-NJ	153,224	162,113	220,362	217,409	213,411	240,463	217,725	184,673	224,901	218,730	248,136	311,003	484,869	+1.9	-1.3	+3.5
Phoenix, AZ	80,392	83,686	105,019	95,736	94,440	98,801	89,209	81,219	92,107	86,563	99,076	124,209	195,490	+1.4	-8.8	+6.2
Pittsburgh, PA	86,260	86,337	124,416	124,960	129,237	133,053	119,746	110,641	138,334	120,710	136,539	188,142	255,981	-3.3	+0.4	+0.1
Portland, OR-WA	70,200	67,880	84,866	83,275	82,974	88,968	87,317	83,384	97,036	88,960	89,929	104,929	156,463	+0.4	-1.9	+3.7

See footnotes at end of table.

Table 10. **Department Stores Sales in Selected Areas**—Continued

(Data not adjusted for seasonal variations, holiday, or trading-day differences)

Area	1986				1985									Percent change		
														Apr. 1986 from--		4 mo 1986 from 4 mo 1985
	Jan.	Feb.	Mar.	Apr.[p]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986	
	Data in thousands of dollars															
Standard Metropolitan Statistical Areas[1]																
Providence-Warwick-Pawtucket,RI-MA	[2]29,234	(S)	[2]40,227	[2]41,327	[2]40,880	[2]44,713	[2]40,854	[2]35,931	[2]43,275	[2]39,095	[2]44,887	[2]56,085	[2]86,429	+1.8	+2.7	+1.3
Raleigh-Durham, NC	[2]21,973	[2]21,003	[2]29,462	[2]29,984	30,051	30,398	28,681	26,747	31,281	[2]28,434	[2]30,202	[2]38,596	[2]60,774	-0.2	+1.7	+5.2
Richmond, VA	19,910	20,959	31,480	29,079	30,149	32,611	28,699	26,542	32,562	29,380	32,359	42,472	62,672	-3.6	-7.7	+0.7
Riverside-San Bernadino-Ontario,CA	84,589	85,921	103,859	101,456	98,080	102,887	89,926	92,575	100,211	95,840	104,121	133,726	199,844	+3.4	-2.1	+6.6
Rochester, NY	28,960	28,091	40,387	39,818	41,206	45,172	41,074	36,241	43,975	40,209	44,867	58,298	82,519	-3.4	-1.4	-1.0
Sacramento, CA	[2]47,907	50,435	62,840	59,844	58,883	61,429	61,156	56,440	67,749	60,700	64,956	81,955	[2]120,526	+1.7	-4.8	+6.1
St. Louis, MO-IL	112,781	113,905	151,285	153,113	149,679	158,648	146,934	137,715	164,208	143,899	153,744	199,671	298,915	+2.3	+1.2	+3.5
Salt Lake City-Ogden, UT	33,376	35,257	44,698	43,888	43,837	46,439	44,647	43,602	52,617	44,301	46,983	63,816	90,887	+0.1	-1.8	+7.2
San Antonio, TX	45,478	48,016	63,400	57,569	59,409	66,664	60,468	61,933	68,666	56,716	62,823	71,459	115,856	-3.1	-9.3	+1.2
San Diego, CA	97,930	100,824	118,467	114,902	112,524	117,771	118,925	114,779	125,008	115,573	119,190	147,949	224,740	+2.1	-3.0	+6.0
San Francisco-Oakland, CA	154,730	157,705	185,499	189,218	185,328	198,820	191,716	185,153	213,437	190,127	208,980	260,779	[2]379,801	+2.1	+2.0	+2.8
San Jose, CA	67,016	69,843	81,982	81,638	84,329	89,734	88,242	80,171	98,173	85,482	91,896	110,968	[2]169,017	-3.2	-0.4	-0.6
Seattle-Everett, WA	63,947	63,578	82,770	80,462	82,572	88,103	82,408	77,153	96,290	85,374	91,052	102,818	159,400	-2.5	-2.8	+2.8
Springfield-Chicopee-Holyoke,MA-CT	19,944	19,763	27,551	27,587	26,563	28,777	26,536	24,301	29,695	25,866	28,658	37,860	56,187	+3.9	+0.1	+6.2
Syracuse, NY	16,352	16,048	23,095	23,778	24,380	27,882	24,758	22,282	26,707	24,702	25,888	35,790	48,629	-2.4	+3.0	-2.0
Tacoma, WA	18,252	17,475	22,983	22,577	22,526	24,178	23,213	21,545	27,124	22,990	23,921	27,436	44,275	+0.2	-1.8	+3.9
Tampa-St. Petersburg, FL	78,546	81,377	103,136	98,801	93,027	95,409	87,427	80,353	93,618	81,848	93,420	120,403	185,860	+4.1	-6.1	+4.3
Toledo, OH-MI	29,728	27,878	42,220	42,690	42,199	42,147	39,715	39,116	45,101	42,853	43,572	57,300	85,580	+1.2	+1.1	+3.4
Tucson, AZ	26,716	27,623	34,180	31,293	31,989	33,298	30,707	28,935	33,542	30,030	32,500	40,254	63,405	-2.1	-8.4	+3.2
Tulsa, OK	35,811	26,545	36,020	35,336	34,357	37,863	35,585	33,443	[2]37,985	31,400	34,126	41,695	64,455	+2.9	-1.9	+5.4
Washington, DC-MD-VA	129,583	135,775	177,972	181,042	178,119	190,213	170,358	155,168	180,756	176,422	188,473	232,203	359,932	+1.6	+1.7	+3.6
West Palm Beach-Boca Raton, FL	34,631	36,829	44,967	39,267	37,013	37,589	34,817	31,463	37,949	30,958	37,544	45,745	75,539	+6.1	-12.7	+6.5
Wichita, KS	18,629	17,783	23,567	25,096	24,412	26,730	23,926	23,011	26,639	22,924	23,959	29,994	47,575	+2.8	+6.5	+1.1
Wilmington, DE-NJ-MD	20,478	23,115	30,835	30,984	29,762	32,446	30,166	25,510	33,770	30,036	34,807	44,669	67,919	+4.1	+0.5	+5.1
Youngstown-Warren, OH	17,189	18,435	26,111	26,464	26,430	27,283	24,935	23,583	28,847	24,504	28,372	37,986	53,949	+0.1	+1.4	+0.7

[p] Preliminary estimates. S Data does not meet publication standards because of inadequate response.

[1] For definitions of standard metropolitan statistical areas, see appendix D. [2] Data are shown even though response is below the usual standard for publication.

NOTE: The data shown in table 10 were funded, in part, by a consortium of retail firms organized by the National Retail Merchants Association.

Table 10A. **Number of Department Stores in Selected Areas**

Standard metropolitan statistical areas[1]	Number of stores		
	Mar. 1986	Apr. 1986	Apr. 1985
Akron, OH	33	33	33
Albany-Schenectady-Troy, NY	42	42	40
Albuquerque, NM	18	18	18
Allentown-Bethlehem-Easton, PA-NJ	31	30	31
Anaheim-Santa Ana-Garden Grove, CA	75	75	77
Atlanta, GA	108	108	106
Austin, TX	25	25	25
Bakersfield, CA	14	14	15
Baltimore, MD	98	98	95
Baton Rouge, LA	23	23	22
Birmingham, AL	36	36	34
Boston, MA	93	93	93
Bridgeport, CT	19	19	19
Buffalo, NY	63	63	61
Canton, OH	22	22	22
Charleston-North Charleston, SC	24	24	22
Charlotte-Gastonia, NC	32	32	31
Chattanooga, TN-GA	25	25	26
Chicago, IL	224	224	224
Cincinnati, OH-KY-IN	72	72	72
Cleveland, OH	91	91	93
Columbia, SC	19	19	18
Columbus, OH	44	44	43
Dallas-Fort Worth, TX	174	174	171
Davenport-Rock Island-Moline,IA-IL	23	23	23
Dayton, OH	44	44	44
Denver-Boulder, CO	73	73	70
Detroit, MI	117	117	116
El Paso, TX	21	21	21
Flint, MI	21	21	21
Fort Lauderdale-Hollywood, FL	58	58	56
Fresno, CA	16	16	16
Gary-Hammond-East Chicago, IN	25	25	24
Grand Rapids, MI	26	26	26
Greensboro-Winst.Salem-High Pt.,NC	42	42	42
Greenville-Spartanburg, SC	33	33	33
Harrisburg, PA	25	25	24
Hartford, CT	40	40	40
Honolulu, HI	22	22	22
Houston, TX	135	135	134
Indianapolis, IN	70	71	68
Jacksonville, FL	30	30	33
Jersey City, NJ	6	7	7
Johnson City-Kingsport-Bris.,TN-VA	28	28	30
Kansas City, MO-KS	67	67	70
Knoxville, TN	38	38	39
Lansing-East Lansing, MI	18	18	17
Las Vegas, NV	27	27	30
Little Rock-North Little Rock, AR	28	28	32
Long Branch-Asbury Park, NJ	19	19	19
Los Angeles-Long Beach, CA	216	216	231
Louisville, KY-IN	49	49	47
Memphis, TN-AR-MS	36	36	36
Miami, FL	58	60	65
Milwaukee, WI	62	62	61
Minneapolis-St. Paul, MN-WI	79	79	83
Mobile, AL	17	17	15
Nashville-Davidson, TN	52	52	53
Nassau-Suffolk, NY	64	64	62
New Bruns.-Perth Amboy-Sayre., NJ	19	19	19
New Haven-West Haven, CT	19	19	19
New Orleans, LA	44	44	39
New York, NY-NJ	92	93	92
Newark, NJ	38	38	38
Norfolk-Va.Beach-Portsmouth, VA-NC	39	39	36
Northeast Pennsylvania	36	36	35
Oklahoma City, OK	43	43	41
Omaha, NE-IA	38	38	36
Orlando, FL	37	37	39
Oxnard-Simi Valley-Ventura, CA	23	23	24
Paterson-Clifton-Passaic, NJ	13	13	13
Philadelphia, PA-NJ	160	159	158
Phoenix, AZ	63	63	63
Pittsburgh, PA	108	108	116
Portland, OR-WA	59	59	61
Providence-Warwick-Pawtucket,RI-MA	32	32	32
Raleigh-Durham, NC	28	28	26
Richmond, VA	26	26	28
Riverside-San Bernadino-Ontario,CA	69	69	71
Rochester, NY	46	46	46
Sacramento, CA	34	34	34
St. Louis, MO-IL	109	109	109
Salt Lake City-Ogden, UT	44	44	43
San Antonio, TX	51	50	45
San Diego, CA	82	80	78
San Francisco-Oakland, CA	90	90	89
San Jose, CA	41	41	40
Seattle-Everett, WA	49	49	49
Springfield-Chicopee-Holyoke,MA-CT	38	38	36
Syracuse, NY	35	35	35
Tacoma, WA	15	15	15
Tampa-St. Petersburg, FL	98	98	95
Toledo, OH-MI	46	46	46
Tucson, AZ	25	25	25
Tulsa, OK	34	34	32
Washington, DC-MD-VA	108	108	105
West Palm Beach-Boca Raton, FL	31	32	31
Wichita, KS	22	22	22
Wilmington, DE-NJ-MD	26	26	26
Youngstown-Warren, OH	28	28	28

[1] For definitions of standard metropolitan statistical areas, see appendix D.

NOTE: The data shown in table 10A were funded, in part, by a consortium of retail firms organized by the National Retail Merchants Association.

Figure 5. Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976–April 1986

(Seasonally Adjusted)

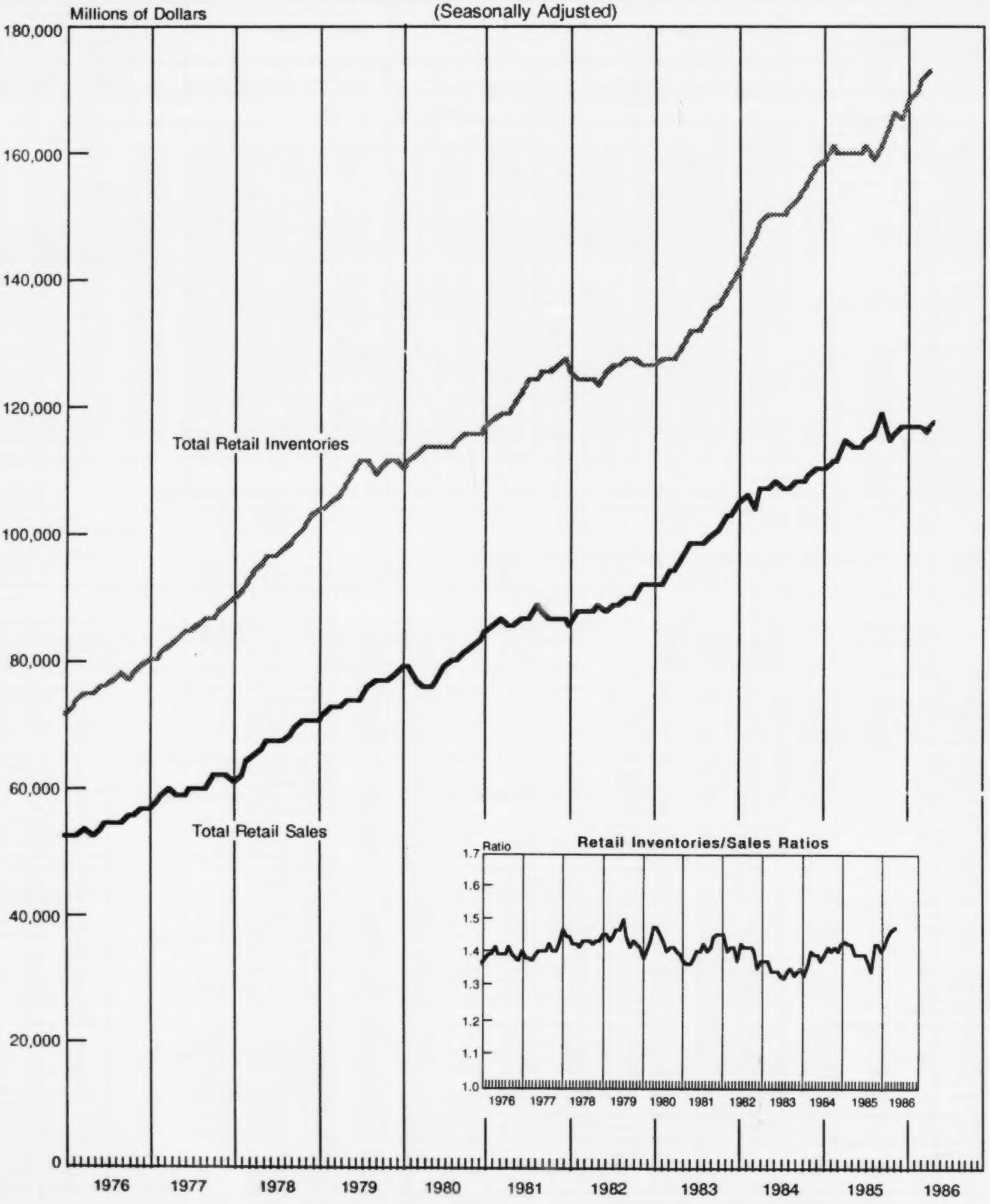

Table 11. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986				1985									Percent change Apr. 1986 from--	
		Jan.	Feb.	Mar.	Apr.[p]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Apr. 1985	Mar. 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,855	160,920	159,751	158,461	157,952	156,747	161,329	171,829	175,337	160,372	+8.7	+1.2
	Total (ex. auto. group)	117,752	120,857	124,209	126,715	120,529	119,899	118,565	120,296	122,529	126,785	133,503	134,044	117,968	+5.1	+2.0
	Durable goods, total	84,120	87,254	90,722	91,706	80,906	80,427	80,059	77,999	75,224	76,126	81,529	84,310	81,979	+13.3	+1.1
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	14,946	13,415	13,514	13,272	13,371	13,517	13,559	13,749	13,564	13,176	+11.4	+2.5
55 ex. 554	Automotive dealers	44,113	46,462	48,581	48,140	40,391	39,852	39,896	37,656	34,218	34,544	38,326	41,293	42,404	+19.2	-.9
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,132	12,396	12,452	12,497	12,342	12,502	12,734	13,423	13,704	12,749	+5.9	+1.7
	Nondurable goods, total	77,745	80,065	82,068	83,149	80,014	79,324	78,402	79,953	81,523	85,203	90,300	91,027	78,393	+3.9	+1.3
53	General merchandise group strs	27,739	29,244	30,616	31,608	30,459	30,054	29,335	29,922	30,916	32,942	35,581	36,035	28,002	+3.8	+3.2
531	Department stores	21,730	22,954	24,268	25,225	24,182	23,777	22,986	23,226	23,981	25,676	27,795	28,477	22,086	+4.3	+3.9
54	Food stores	16,190	16,201	16,290	16,179	15,446	15,394	15,445	15,403	15,346	15,662	16,385	16,696	16,278	+4.7	-.7
56	Apparel and accessory stores	14,063	14,964	15,455	15,701	14,420	14,187	13,954	14,678	15,287	15,937	16,966	17,259	14,418	+8.9	+1.6
	Adjusted for seasonal variations			See	note 1											
	Retail trade, total	167,987	169,379	171,551	172,946	159,500	159,470	159,528	160,333	159,078	160,302	164,262	165,557	165,324	+8.4	+.8
	Total (ex. auto. group)	124,569	125,129	125,590	127,142	120,996	121,151	120,605	121,751	122,046	123,078	124,463	124,098	123,131	+5.1	+1.2
	Durable goods, total	84,755	85,863	88,132	89,017	78,699	78,679	79,143	79,205	78,042	78,425	81,668	83,056	82,875	+13.1	+1.0
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,371	12,899	13,032	13,025	13,331	13,531	13,710	13,930	13,912	13,696	+11.4	+1.3
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,804	38,504	38,319	38,923	38,582	37,032	37,224	39,799	41,459	42,193	+19.0	-.3
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,198	12,458	12,527	12,447	12,454	12,477	12,633	12,957	13,076	12,943	+5.9	+1.0
	Nondurable goods, total	83,232	83,516	83,419	83,929	80,801	80,791	80,385	81,128	81,036	81,877	82,594	82,501	82,449	+3.9	+.6
53	General merchandise group strs	31,568	31,603	31,498	31,774	30,646	30,515	30,253	30,384	30,340	30,752	31,066	31,079	31,059	+3.7	+.9
531	Department stores	24,778	24,788	24,865	25,200	24,182	24,017	23,721	23,748	23,697	24,086	24,360	24,402	24,404	+4.2	+1.3
54	Food stores	16,288	16,365	16,323	16,260	15,508	15,518	15,491	15,685	15,723	15,836	15,970	15,947	16,069	+4.8	-.4
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	14,536	14,626	14,551	14,826	14,909	14,992	15,285	15,647	15,387	+8.8	+1.3

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 12. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986				1985								
		Jan.	Feb.	Mar.[1]	Apr.[p][1]	Apr.[1]	May[1]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Retail trade, total	1.43	1.45	1.47	1.48	1.40	1.40	1.40	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.37	1.37	1.40	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.95	2.04	2.00	1.84	1.85	1.86	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	1.92	2.06	2.17	2.18	2.17	2.18	2.20	2.17	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.75	1.47	1.47	1.49	1.48	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.19	2.28	2.21	2.23	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.14	1.14	1.14	1.16	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.29	2.31	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.12	2.14	2.16	2.16	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.67	.67	.67	.67	.66	.66	.66	.67	.67	.66	.67	.66	66
56	Apparel and accessory stores	2.60	2.61	2.52	2.54	2.56	2.53	2.54	2.58	2.54	2.55	2.59	2.62	2.58

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. **Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985**

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	158,953	159,478	159,064	159,500	159,470	159,528	160,333	159,078	160,302	164,262	165,557	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,151	120,605	121,751	122,046	123,078	124,463	124,098	123,131
	Durable goods, total	78,149	78,275	78,455	78,699	78,679	79,143	79,205	78,042	78,425	81,668	83,056	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,032	13,025	13,331	13,531	13,710	13,930	13,912	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,582	37,032	37,224	39,799	41,459	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,527	12,447	12,454	12,477	12,633	12,957	13,076	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,791	80,385	81,128	81,036	81,877	82,594	82,501	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,515	30,253	30,384	30,340	30,752	31,066	31,079	31,059
531	Department stores	24,583	24,628	24,291	24,182	24,017	23,721	23,748	23,697	24,086	24,360	24,402	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,518	15,491	15,685	15,723	15,836	15,970	15,947	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,626	14,551	14,826	14,909	14,992	15,285	15,647	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. **Inventories/Sales Ratios, by Kind of Business: 1985**

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.40	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.86	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.17	2.18	2.17	2.18	2.20	2.17	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.49	1.48	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.21	2.23	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.16	2.16	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.53	2.54	2.58	2.54	2.55	2.59	2.62	2.58

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's) standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.
b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-1.0	0.9	0.7-1.0	0.8	0.2-0.4	0.3	0.6
	Total (excluding automotive group)	0.8-1.1	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.6
	Durable goods, total	1.5-2.2	1.8	1.5-1.8	1.6	0.5-1.1	0.7	1.5
52	Building materials, hardware, garden supply, and mobile home dealers	4.2-6.7	5.0	4.1-6.7	4.7	1.0-2.5	1.7	2.9
521,3,5	Building materials and hardware stores	4.9-7.4	5.6	4.8-7.7	5.5	0.9-2.9	1.4	2.7
521,3	Building materials and supply stores	5.9-9.4	6.8	5.9-9.6	6.6	0.8-3.7	1.2	3.0
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	2.3-4.4	3.2	8.0
525	Hardware stores	4.9-9.6	5.5	4.7-9.5	4.9	1.7-7.9	3.8	4.2
55 ex. 544	Automotive dealers	1.9-2.9	2.2	1.8-2.1	2.0	0.8-0.7	1.0	2.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	2.1-2.9	2.3	1.8-2.2	2.1	0.9-1.8	1.1	2.4
551,2	Motor vehicle dealers	2.0-2.8	2.2	1.8-2.1	1.9	0.8-1.7	1.0	2.4
551	Motor vehicle dealers (franchised)	2.0-2.9	2.4	1.7-2.1	2.0	0.8-1.8	1.1	2.4
553	Auto and home supply stores	4.4-6.4	5.6	4.5-6.0	5.4	1.0-2.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.4-3.2	2.7	2.3-2.8	2.6	1.0-1.7	1.1	2.9
571	Furniture and home furnishings stores	2.7-3.7	2.9	2.5-2.9	2.7	1.2-2.2	1.5	2.7
5712	Furniture stores	3.6-4.6	3.9	3.6-4.3	3.7	0.9-2.1	1.5	3.0
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	2.0-5.0	2.9	5.9
5722,32	Household appliance, radio, and television stores	5.4-6.7	6.0	4.7-5.9	5.5	1.2-2.6	2.2	5.8
5722	Household appliance stores	6.1-8.7	8.0	5.9-7.7	7.4	1.6-4.5	2.4	6.4
5732	Radio and television sstores*	(S)	(S)	(S)	(S)	1.7-3.2	2.6	9.0
5733	Music stores*	(S)	(S)	(S)	(S)	1.7-3.7	2.3	6.3
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.9-3.8	3.1	6.1
5942	Book stores*	(S)	(S)	(S)	(S)	3.3-6.9	4.8	6.7
5944	Jewelery stores	3.8-5.3	4.8	3.6-4.9	4.0	1.7-6.0	2.1	5.0
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.4-6.6	3.2	10.9
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.3-3.3	2.6	8.4
	Nondurable goods, total	0.6-0.8	0.8	0.7-0.8	0.7	0.1-0.3	0.2	0.6
53	General merchandise group stores	0.4-0.7	0.6	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531,9	Department stores and misc. gen. merchandise stores	0.5-0.7	0.5	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.6-5.5	4.5	3.4-5.2	4.3	1.5-3.5	2.1	3.5
533	Variety stores	2.7-3.9	3.4	2.8-3.6	3.3	0.4-1.4	0.9	1.4
54	Food stores	1.5-1.6	1.5	1.4-1.6	1.5	0.2-0.3	0.3	1.1
541	Grocery stores	1.5-1.6	1.6	1.4-1.6	1.6	0.2-0.3	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.0-11.2	2.1	5.6
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	2.2-9.3	2.4	10.4
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	2.6.11.3	6.0	7.4
546	Retail bakeries	7.8-9.7	8.2	7.7-9.4	8.3	1.1-3.4	2.5	5.0
554	Gasoline service stations	1.9-2.4	2.2	1.8-2.3	2.1	0.4-0.7	0.5	1.7
56	Apparel and accessory stores	1.9-2.6	2.2	1.8-2.6	2.1	0.6-1.1	0.9	1.8
561	Men's, boys' clothing and furnishings stores	3.5-6.9	4.3	3.1-5.6	3.8	1.5-6.7	2.1	4.3
562,3,8	Women's clothing, specialty stores, furriers	2.3-3.5	3.0	2.2-3.5	2.6	0.9-1.9	1.1	3.3
562	Women's ready-to-wear stores	2.1-3.6	3.1	2.2-3.7	2.7	0.7-2.2	1.1	3.3
565	Family clothing stores	2.8-4.4	3.9	3.0-4.1	3.7	0.6-2.0	1.1	2.0
566	Shoe stores	3.2-3.9	3.4	3.1-4.0	3.2	0.9-1.7	1.3	2.7
58	Eating and drinking places	1.8-2.6	2.0	1.7-2.1	1.8	0.6-1.2	0.9	2.0
5812	Eating places	2.0-3.0	2.2	2.0-2.4	2.1	0.7-1.3	0.9	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	2.7-4.7	3.4	2.6-3.9	2.9	0.9-2.5	1.4	2.6
5812 (pt.)	Refreshment places	3.4-4.5	3.8	3.2-4.0	3.7	0.8-1.3	1.0	3.1
5813	Drinking places (alcoholic beverages)	4.4-5.5	5.0	4.5-5.0	4.8	0.9-3.5	1.4	4.6
591	Drug stores and proprietary stores	1.6-2.2	1.8	1.7-1.8	1.7	0.3-1.0	0.4	1.1
592	Liquor stores	4.1-4.8	4.4	3.9-4.5	4.4	0.5-2.1	0.8	4.0
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.5-7.6	4.8	6.5
596	Nonstore retailers[3]	6.6-9.9	8.5	6.5-9.3	7.9	1.9-8.1	3.6	5.1
5961(pt.)	Mail-order (department store merchandise)	0.2-2.6	1.0	0.2-2.1	0.4	0.0-2.1	0.2	1.0
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.7-3.4	2.1	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	2.2-4.3	2.9	6.0
53,56,57,594	GAF, total[4]	0.7-1.1	1.0	0.7-1.0	0.9	0.3-0.6	0.4	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months August 1985-January 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	1.8	1.6	2.1	2.0	0.6	0.7	0.5	0.7	1.5	1.2	1.1	1.3
	Durable goods, total	3.1	3.2	3.7	3.5	1.3	1.4	1.2	1.6	2.9	2.8	2.0	3.7
52	Building materials, hardware, garden supply, and mobile home dealers	8.9	5.3	11.8	10.7	2.6	2.4	2.9	2.1	6.2	4.5	5.0	7.2
55 ex.554	Automotive dealers	3.9	4.6	4.3	6.1	2.2	1.8	1.5	2.1	4.0	4.0	2.9	4.5
57	Furniture, home furnishings, and equipment stores	6.2	6.5	4.4	5.5	1.9	2.3	2.2	1.8	5.7	6.1	3.9	7.7
	Nondurable goods, total	2.2	1.5	1.6	2.2	0.5	0.6	0.4	0.5	1.7	1.2	1.0	1.3
53	General merchandise group stores	1.7	1.2	2.1	2.1	0.5	0.4	0.5	0.8	2.8	1.2	1.0	1.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.9	3.6	4.2	0.7	0.6	0.6	0.6	3.4	2.1	2.0	1.7
541	Grocery stores	5.1	4.2	3.6	4.3	0.8	0.5	0.6	0.5	3.7	2.1	2.1	1.8
554	Gasoline service stations	5.8	4.5	3.2	5.1	1.0	1.0	1.0	1.1	4.1	3.3	3.0	3.7
56	Apparel and accessory stores	3.9	3.8	4.5	6.0	1.5	1.6	1.2	1.6	4.0	2.9	3.2	5.1
58	Eating and drinking places	5.3	5.7	4.8	5.2	1.8	1.9	1.6	1.7	4.1	4.5	3.4	3.5
591	Drug stores and proprietary stores	10.2	8.7	7.3	6.8	1.1	1.1	1.0	1.0	5.1	3.5	3.5	5.1
53,56, 57,594	GAF[3]	2.2	1.6	1.9	2.5	0.8	0.6	0.7	0.7	2.2	1.7	1.3	1.5

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Sic code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.4	1.8	1.8	3.2	2.4	4.4	3.8	5.7	2.2
	Durable goods, total	(S)	4.7	3.7	6.0	4.8	6.6	6.3	7.9	4.5
55 ex. 554	Automotive dealers	(S)	6.1	5.0	8.0	5.7	(S)	7.2	12.1	8.6
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.4	(S)	6.3	(S)	(S)	12.4	5.7
	Nondurable goods, total	4.4	2.6	2.1	3.6	2.0	4.7	3.1	5.9	2.2
53	General merchandise group stores	4.8	1.3	1.6	2.1	2.5	4.1	2.7	6.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.3	6.4	4.0	9.0	4.2	(S)	6.6	8.6	4.1
554	Gasoline service stations	(S)	7.4	4.9	10.8	4.9	(S)	(S)	(S)	6.2
56	Apparel and accessory stores	(S)	4.9	4.6	8.7	5.4	(S)	7.8	(S)	6.1
58	Eating and drinking places	(S)	7.0	6.0	(S)	(S)	(S)	(S)	(S)	6.3
591	Drug stores and proprietary stores	(S)	9.1	(S)	(S)	(S)	(S)	(S)	(S)	7.6
53,56,57,594	GAF[1]	4.8	2.2	1.8	3.4	2.3	4.6	3.5	7.7	2.3
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.6	1.0	1.1	0.7	1.1	0.9	1.4	0.9
	Durable goods, total	**	1.6	1.8	2.4	1.5	2.3	2.4	**	1.8
55 ex. 554	Automotive dealers	**	2.8	2.6	3.8	2.2	**	2.8	**	2.6
57	Furniture, home furnishings, and equipment stores	**	**	2.2	**	3.0	**	**	**	2.0
	Nondurable goods, total	1.0	0.6	0.7	0.9	0.6	0.9	0.7	1.6	0.5
53	General merchandise group stores	0.9	0.6	0.4	0.8	0.5	0.9	0.9	2.6	0.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.3	0.9	0.7	0.9	0.8	**	1.0	1.0	0.7
554	Gasoline service stations	**	1.1	1.1	2.2	1.4	**	**	**	1.2
56	Apparel and accessory stores	**	1.9	1.7	3.6	1.6	**	2.1	**	1.5
58	Eating and drinking places	**	2.3	2.3	**	**	**	**	**	1.6
591	Drug stores and proprietary stores	**	1.4	**	**	**	**	**	**	1.1
53,56,57,594	GAF[1]	1.6	0.9	0.6	1.3	0.9	1.3	1.2	2.3	0.6
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.7	1.8	1.3	2.6	1.4	2.5	2.5	2.3	1.5
	Durable goods, total	**	3.6	2.9	5.6	2.6	4.6	3.8	**	3.8
55 ex 554	Automotive dealers	**	5.5	4.5	6.6	3.7	**	5.3	**	5.4
57	Furniture, home furnishings, and equipment stores	**	**	5.3	**	4.3	**	**	**	6.1
	Nondurable goods, total	2.9	2.0	1.2	2.5	1.1	2.7	2.4	3.0	1.2
53	General merchandise group stores	8.4	1.8	1.1	3.0	1.8	3.6	1.4	3.7	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	4.3	2.5	3.6	2.6	**	4.5	3.8	2.1
554	Gasoline service stations	**	5.5	3.4	7.1	3.6	**	**	**	4.4
56	Apparel and accessory stores	**	5.2	2.8	7.8	2.9	**	7.1	**	3.8
58	Eating and drinking places	**	4.9	5.1	**	**	**	**	**	4.5
591	Drug stores and proprietary stores	**	4.3	**	**	**	**	**	**	5.0
53,56,57,594	GAF[1]	5.3	2.2	1.4	5.0	1.6	3.3	2.5	4.4	1.5

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandies (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]
California	2.6	4.9	2.6	0.0	2.8	0.9	2.0	0.5	0.0	0.7	1.8	4.1	1.6	0.0	1.8
Florida	3.9	8.1	4.0	0.0	3.6	1.4	2.5	1.1	0.0	1.8	2.2	3.9	2.1	0.0	2.7
Illinois	3.8	(S)	3.7	0.0	3.4	1.4	**	1.3	0.0	1.1	2.4	**	2.5	0.0	2.8
Indiana	4.5	(S)	6.2	0.0	6.3	1.9	**	1.2	0.0	2.3	3.4	**	2.5	0.0	3.4
Louisiana	7.8	(S)	8.3	0.0	8.3	2.1	**	2.0	0.0	3.2	4.5	**	5.0	0.0	6.0
Maryland	6.1	(S)	5.2	0.0	5.0	1.3	**	1.0	0.0	2.4	2.7	**	2.4	0.0	2.2
Massachusetts	5.5	(S)	5.6	0.0	6.1	1.6	**	1.2	0.0	1.7	3.4	**	3.9	0.0	5.5
Michigan	3.9	8.7	3.9	0.0	3.9	1.5	3.1	1.1	0.0	1.3	3.5	7.1	2.8	0.0	2.9
Minnesota	6.7	(S)	8.8	0.0	5.5	2.4	**	1.5	0.0	2.1	4.7	**	4.2	0.0	3.4
Missouri	7.0	(S)	8.2	0.0	5.2	2.0	**	1.4	0.0	1.8	3.7	**	3.6	0.0	6.6
New Jersey	5.6	(S)	5.8	0.0	4.0	1.7	**	1.1	0.0	1.7	4.8	**	5.3	0.0	5.1
New York	3.0	6.9	3.5	0.0	3.6	1.0	2.2	0.9	0.0	1.4	2.4	4.5	2.4	0.0	3.6
North Carolina	5.4	(S)	5.1	0.0	6.6	1.6	**	1.7	0.0	1.9	3.6	**	3.4	0.0	7.0
Ohio	5.1	(S)	3.8	0.0	2.7	1.7	**	1.2	0.0	1.2	2.3	**	2.4	0.0	1.9
Pennsylvania	3.8	9.1	4.2	0.0	2.9	1.3	3.2	0.9	0.0	1.2	3.0	6.1	3.1	0.0	2.4
Tennessee	5.7	(S)	5.7	0.0	7.1	1.7	**	1.8	0.0	2.3	4.0	**	3.9	0.0	5.3
Texas	4.7	8.3	4.2	0.0	4.1	1.1	2.8	1.0	0.0	1.6	3.1	4.6	3.4	0.0	3.6
Virginia	4.1	(S)	4.8	0.0	5.3	1.8	**	1.3	0.0	2.1	3.9	**	4.1	0.0	3.0
Wisconsin	5.4	8.2	6.9	0.0	4.8	3.0	3.9	2.0	0.0	2.1	4.7	11.2	3.6	0.0	4.0

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurble	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.8	3.6	3.9	1.4	0.7	1.3	2.5	2.5	3.2
New York, NY-Northeastern, NJ	3.3	3.0	3.1	1.2	0.8	1.3	3.1	2.7	4.2
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.8	6.2	4.4	2.2	1.4	1.3	2.9	3.5	2.8
Atlanta, GA	(S)	(S)	9.0	**	**	1.9	**	**	5.9
Baltimore, MD	7.7	8.1	4.5	1.5	1.2	1.7	3.9	3.0	2.2
Boston, MA	6.2	6.1	7.9	1.7	1.5	1.9	4.4	5.2	7.1
Chicago, IL	3.8	3.5	4.1	1.4	0.8	1.3	2.9	2.7	3.4
Cleveland, OH	(S)	8.0	4.8	**	1.7	1.8	**	4.8	2.3
Dallas-Fort Worth, TX	6.7	6.3	6.9	2.1	1.6	2.1	8.0	7.3	10.3
Detroit, MI	4.5	4.7	5.2	1.9	1.5	1.6	4.2	3.9	4.4
Houston, TX	5.9	7.2	3.6	1.3	1.7	1.1	3.2	3.9	2.8
Kansas City, MO-KS	9.9	7.4	3.7	3.3	2.1	2.6	6.1	4.7	3.9
Los Angeles-Long Beach, CA	5.0	5.0	6.1	1.0	0.8	1.2	2.7	3.1	3.0
Miami, FL	8.5	8.7	7.0	2.4	2.0	2.0	5.1	5.0	3.0
Milwaukee, WI	(S)	(S)	5.3	**	**	1.5	**	**	3.0
Minneapolis-St. Paul, MN-WI	9.4	12.1	3.1	2.7	1.8	1.1	5.4	5.6	1.7
Nassau-Suffolk, NY	9.3	7.6	5.6	2.4	2.3	1.7	5.6	5.4	12.0
New York, NY	4.1	5.2	4.8	1.7	1.1	1.7	4.1	4.1	6.8
Newark, NJ	7.5	7.0	5.6	2.0	1.3	2.1	5.1	5.9	2.9
Philadelphia, PA	5.7	6.7	4.7	2.0	1.8	1.4	5.5	6.5	3.9
Pittsburgh, PA	9.4	8.1	6.7	2.1	1.7	2.2	4.9	5.7	3.7
St. Louis, MO-IL	11.0	13.9	7.6	2.8	2.0	2.1	6.2	6.6	9.7
San Diego, CA	7.8	(S)	4.9	2.5	**	1.7	5.1	**	2.8
San Francisco-Oakland, CA	7.0	7.2	3.8	1.9	1.3	1.4	3.8	3.6	3.0
Washington, DC-MD-VA	6.5	4.7	5.7	1.6	1.1	2.6	4.5	5.9	3.2
Cities									
Chicago, IL	8.2	7.1	4.7	2.4	1.1	1.9	4.1	3.7	3.3
Los Angeles, CA	8.3	7.7	9.0	1.7	1.3	2.2	4.9	4.2	5.7
New York, NY	4.9	6.3	5.4	2.0	1.2	2.3	3.8	4.0	6.3
Philadelphia, PA	8.0	9.5	7.7	2.0	1.8	2.6	8.5	9.3	7.0

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A.).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +2.8 percent, with a median of +0.1 percent. The range of difference betwen preliminary and final estimates was from -0.2 percent to +0.7 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.3 percent to +0.4 percent, with a median of +0.1 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	March 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	116556	116165	116684	-0.6	2.8	0.1	-0.2	0.7	0.2
	Total (excluding auto group)	91532	91334	91658	-0.5	1.9	0.2	-0.4	0.7	0.2
	Durable goods, total	43095	42976	43279	-2.0	5.2	0.2	-0.2	0.9	0.3
52	Building materials, hardware, garden supply and mobile home dealers	7024	7101	7143	-1.2	8.5	1.5	-1.1	2.1	0.6
55 ex. 554	Automotive dealers	25024	24831	25026	-3.1	5.8	-0.1	-0.4	0.8	0.4
57	Furniture, home furnishings, and equipment stores	5945	6047	6049	-4.0	3.5	1.7	-0.8	1.7	0.3
	Nondurable goods, total	73461	73189	73405	-1.0	1.4	0.2	-0.4	0.6	0.1
53	General merchandise group stores	13754	13831	13801	-1.9	1.3	0.2	-0.9	0.7	-0.1
531	Department stores	11682	11697	11705	-1.5	0.9	0.2	-0.3	0.2	0.0
54	Food stores	24572	24405	24463	-0.4	1.1	0.4	-0.3	0.7	0.3
541	Grocery stores	23251	23070	23131	-0.5	1.1	0.6	-0.4	0.8	0.4
554	Gasoline service stations	7825	7603	7615	-2.7	3.1	-0.7	-1.9	1.0	0.1
56	Apparel and accessory stores	6024	6124	6189	-2.3	3.0	1.2	-1.1	1.2	0.3
58	Eating and drinking places	11344	11297	11400	-2.1	3.1	0.3	-1.0	1.3	0.2
591	Drug stores and proprietary stores	3971	4004	4017	-2.0	1.2	-0.7	-1.1	0.8	-0.4

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	March 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	171347	171551	-0.3	0.4	0.1
	Total (excluding auto group)	125299	125590	-0.1	0.4	0.2
	Durable goods, total	88007	88132	-0.5	0.5	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	14137	14192	-0.2	1.0	0.3
55 ex. 554	Automotive dealers	46048	45961	-1.0	0.3	0.0
57	Furniture, home furnishings, and equipment stores	13067	13061	-0.3	1.2	0.3
	Nondurable goods, total	83340	83419	-0.3	0.3	0.0
53	General merchandise group stores	31573	31498	-0.2	0.8	0.0
531	Department stores	24882	24865	-0.3	1.0	0.0
54	Food stores	16340	16323	-0.5	0.6	0.0
56	Apparel and accessory stores	15595	15611	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program*, U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series*, Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers*, pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: March 1985 Through July 1986**

Sic code	Kind of business	1985										1986						
		Mar.	Apr.[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.[1]	Apr.[1]	May.[1]	June[1]	July[1]
	Retail trade, total	1.003	1.007	1.001	.993	.985	.986	1.007	1.049	1.061	.968	.962	.988	1.004	1.008	1.001	.991	.982
	Durable goods, total	1.024	1.026	1.020	1.011	.986	.962	.972	1.001	1.017	.987	.992	1.014	1.026	1.027	1.021	1.010	.981
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	1.031	1.040	1.037	1.019	1.003	.989	.989	.987	.975	.962	.968	.997	1.027	1.040	1.036	1.017	1.001
55	Automotive dealers	1.053	1.049	1.040	1.026	.976	.924	.928	.963	.996	1.005	1.016	1.050	1.057	1.051	1.042	1.023	.970
57	Furniture, home furnishings, equipment dealers	.994	.995	.994	1.004	.991	1.002	1.008	1.036	1.048	.985	.973	.976	.989	.995	.994	1.003	.989
	Nondurable goods, total	.985	.990	.982	.976	.986	1.006	1.040	1.092	1.101	.954	.935	.960	.984	.990	.981	.975	.984
53	General mdse. group stores	.974	.994	.985	.970	.985	1.019	1.071	1.145	1.157	.902	.879	.926	.972	.994	.985	.968	.984
531	Department stores	.978	1.000	.990	.969	.978	1.012	1.066	1.141	1.167	.905	.877	.926	.976	1.001	.990	.968	.976
54	Food stores	.997	.996	.992	.997	.982	.976	.989	1.026	1.047	1.013	.984	.990	.998	.995	.982	.987	.982
56	Apparel & accessory stores	.991	.992	.970	.959	.990	1.026	1.083	1.110	1.103	.937	.913	.958	.990	.993	.969	.958	.988

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: March 1985 Through July 1986

SIC code	Kind of business	1985										1986						
		Mar.	Apr.[1]	May[1]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]
	U.S. Retail Sales																	
	Retail trade, total	.978	.990	1.052	1.006	1.004	1.034	.957	1.010	1.023	1.191	.901	.854	.979	.986	1.053	1.005	1.015
	Durable goods, total	.982	1.032	1.108	1.054	1.050	1.030	.962	1.009	.964	1.061	.883	.858	.988	1.031	1.090	1.077	1.056
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	.889	1.031	1.195	1.147	1.136	1.106	1.052	1.084	.966	.895	.779	.717	.903	1.026	1.180	1.169	1.134
521,3	Bldg. mat. & supply stores	.895	1.009	1.146	1.135	1.156	1.129	1.061	1.114	.969	.864	.788	.731	.900	1.009	1.134	1.148	1.160
525	Hardware stores	.900	1.031	1.162	1.103	1.062	1.034	.944	1.012	1.013	1.153	.840	.747	.893	1.037	1.173	1.088	1.070
55 ex. 554	Automotive dealers	1.056	1.066	1.146	1.064	1.074	1.044	.961	.998	.915	.885	.904	.894	1.048	1.071	1.119	1.094	1.071
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	1.066	1.070	1.155	1.065	1.072	1.041	.956	.991	.903	.873	.908	.905	1.059	1.078	1.126	1.096	1.069
553	Auto & home supply stores	.943	1.019	1.061	1.064	1.101	1.073	.988	1.073	1.030	.996	.862	.788	.928	1.037	1.055	1.053	1.106
57	Furniture, home furnishings & equipment stores	.963	.930	.969	.970	.976	1.028	.951	1.013	1.086	1.342	.928	.855	.947	.931	.983	.952	.979
571	Furniture, home furnishings stores	.972	.962	1.013	.986	.984	1.051	.967	1.039	1.083	1.150	.933	.857	.964	.957	1.016	.988	.986
5722, 32	Household appliance, radio, TV stores	.930	.889	.906	.947	.978	.995	.919	.996	1.101	1.565	.930	.845	.917	.891	.922	.920	.982
	Nondurable goods, total	.975	.964	1.023	.986	.980	1.039	.947	1.008	1.056	1.263	.912	.851	.974	.955	1.035	.975	.990
53	General mdse. group stores	.897	.930	1.002	.941	.872	1.005	.898	.994	1.221	1.842	.704	.701	.919	.899	1.020	.927	.886
531	Department stores	.902	.930	1.004	.949	.873	1.008	.901	.993	1.217	1.831	.702	.698	.920	.904	1.024	.936	.884
533	Variety stores	.918	.988	1.001	.932	.919	1.020	.865	.957	1.076	1.859	.740	.744	.984	.902	1.011	.915	.931
539	Misc. gen. mdse. stores	.848	.888	.990	.912	.844	.976	.881	1.004	1.332	1.936	.693	.704	.852	.873	1.018	.886	.871
54	Food stores	1.004	.969	1.044	1.009	1.027	1.067	.953	.997	1.011	1.050	.984	.899	.991	.967	1.057	.992	1.040
541	Grocery stores	1.003	.966	1.044	1.010	1.029	1.068	.956	.998	1.012	1.039	.989	.899	.988	.965	1.058	.991	1.042
554	Gasoline service stations	.961	.974	1.039	1.041	1.070	1.068	.999	1.027	.984	1.014	.958	.870	.942	.979	1.039	1.039	1.070
56	Apparel & accessory stores	.945	.990	.989	.923	.882	1.054	.930	.999	1.141	1.642	.792	.733	.995	.922	1.014	.898	.892
561	Men's & boys' clothing, furnishing stores	.834	.952	.995	.976	.836	.939	.877	.992	1.213	1.907	.810	.700	.878	.901	1.020	.959	.839
562,3, 8	Women's clothing, specialty stores, furriers	.970	.986	1.001	.904	.893	1.009	.945	1.026	1.137	1.562	.802	.754	1.004	.941	1.030	.881	.906
566	Shoe stores	1.006	1.074	1.010	.961	.858	1.090	.993	1.015	1.064	1.332	.836	.761	1.095	.973	1.037	.930	.876
58	Eating and drinking places	1.001	.995	1.052	1.048	1.066	1.094	.998	1.018	.968	.975	.917	.873	.992	.995	1.053	1.046	1.071
591	Drug & proprietary stores	.980	.984	1.004	.965	.966	.988	.927	.977	.980	1.326	.972	.922	.995	.963	1.005	.970	.970
592	Liquor stores	.924	.923	.983	.995	1.033	1.048	.937	.976	1.042	1.369	.907	.834	.918	.919	1.001	.972	1.042
	Retail Sales of Group II Companies																	
	Retail trade, total	.966	.957	1.023	.972	.950	1.025	.931	.996	1.099	1.410	.863	.814	.967	.944	1.038	.958	.961
553	Auto & home supply stores	.950	1.021	1.070	1.046	1.073	1.061	.978	1.086	1.058	1.032	.851	.781	.946	1.018	1.078	1.039	1.084
53	General mdse. group stores	.900	.928	1.005	.946	.868	1.003	.895	.988	1.228	1.856	.700	.700	.920	.899	1.025	.931	.880
531	Department stores	.903	.931	1.005	.951	.874	1.009	.901	.992	1.215	1.831	.703	.699	.919	.907	1.024	.937	.885
533	Variety stores	.916	.973	1.015	.925	.898	1.011	.863	.945	1.090	1.916	.720	.731	.964	.918	1.024	.912	.910
541	Grocery stores	1.015	.969	1.045	.992	1.010	1.053	.940	.992	1.025	1.063	1.006	.907	1.000	.967	1.062	.968	1.025
56	Apparel & accessory stores	.958	.986	.978	.933	.857	1.092	.925	.977	1.160	1.755	.715	.693	1.017	.905	.999	.903	.864
562,3 8	Women's clothing, specialty stores, furriers	.967	.981	.988	.920	.900	1.053	.927	.991	1.146	1.709	.714	.709	1.012	.930	1.008	.900	.915
566	Shoe stores	1.026	1.096	1.019	.935	.829	1.090	.972	.992	1.096	1.440	.787	.738	1.141	.932	1.034	.915	.833
591	Drug & proprietary stores	.964	.975	1.002	.965	.958	.977	.917	.963	.992	1.450	.944	.894	.997	.936	1.005	.962	.966

[1] Factors were developed after the issue of last month's report.(See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago-Gary, IL-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Harford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, AL. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Dade, and Walker Counties, GA.

Chicago, IL. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver,Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

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[1] Statistics for the Boston SMSA in table 7 include retail establishments in all of Essex, Middlesex, Norfolk, Plymonth, and Suffolk Counties.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry. Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick city, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Bristol County; Plainville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacramento, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, IL.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadalupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worcester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, Prince Georges Counties, MD; and Alexandria, Fairfax, and Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngstown-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

New England Division
- Maine
- New Hampshire
- Vermont
- Massachusetts
- Rhode Island
- Connecticut

Middle Atlantic Division
- New York
- New Jersey
- Pennsylvania

MIDWEST (formerly North Central)

East North Central Division
- Ohio
- Indiana
- Illinois
- Michigan
- Wisconsin

West North Central Division
- Minnesota
- Iowa
- Missouri
- North Dakota
- South Dakota
- Nebraska
- Kansas

SOUTH

South Atlantic Division
- Delaware
- Maryland
- District of Columbia
- Virginia
- West Virginia
- North Carolina
- South Carolina
- Georgia
- Florida

East South Central Division
- Kentucky
- Tennessee
- Alabama
- Mississippi

West South Central Division
- Arkansas
- Louisiana
- Oklahoma
- Texas

WEST

Mountain Division
- Montana
- Idaho
- Wyoming
- Colorado
- New Mexico
- Arizona
- Utah
- Nevada

Pacific Division
- Washington
- Oregon
- California
- Alaska
- Hawaii

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6-05

Monthly Retail Trade

CURRENT BUSINESS REPORTS

Sales and Inventories

May 1986

Issued July 1986

BR-86-05

Sales: Total sales for all retail stores in the United States during May 1986 were estimated to be $118.5 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated May 1986 sales were 0.7 percent above April and 4.0 percent higher than May 1985. Cumulative sales for the first 5 months of 1986 were 4.4 percent higher than sales for the similar period last year.

Most major kinds of business showed year-to-year increases, led by the building materials group, up 16.5 percent. Other kind-of-business groups with large year-to-year changes were furniture stores, up 9.4 percent; and gasoline service stations, down 15.2 percent.

The unadjusted sales for the New England Division showed the largest year-to-year increase, up 11.3 percent, followed by the South Atlantic Division, up 8.2 percent and the East South Central Division, up 7.6 percent. For the States published in table 8 of this report, Tennessee showed the largest increase over last year, up 17.0 percent, followed by Maryland with an increase of 12.0 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $170.8 billion at the end of May, down 0.8 percent from April but 7.1 percent above May of last year.

Durable goods increased 10.9 percent from May 1985. Nondurable goods inventories were little changed from April but were 3.5 above the year ago level.

The total inventories/sales ratio for May based on seasonally adjusted data was 1.44, down 0.02 from the previous month but up 0.04 from May of last year.

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Figure 1.

Retail Sales

Month – to – Month Percent Change*

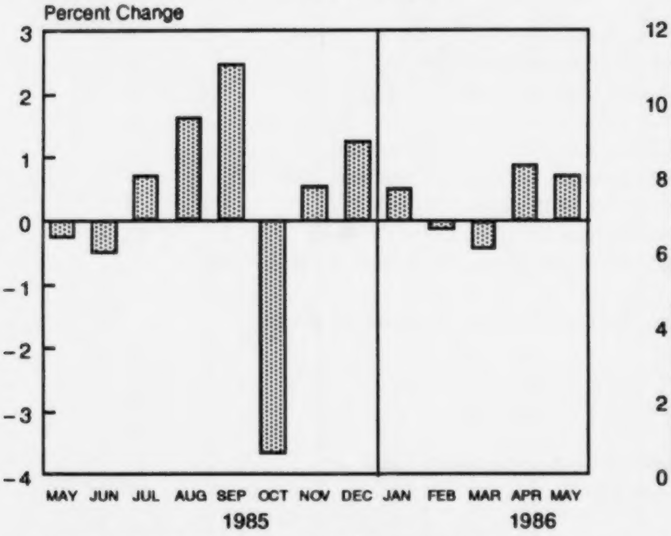
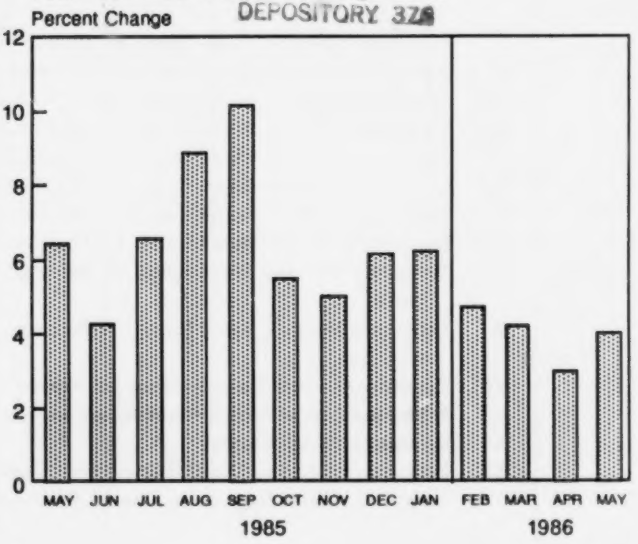


Figure 2.

Retail Sales

Year – to – Year Percent Change*



* (DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. Estimated Monthly Retail Sales: January 1976 – May 1986

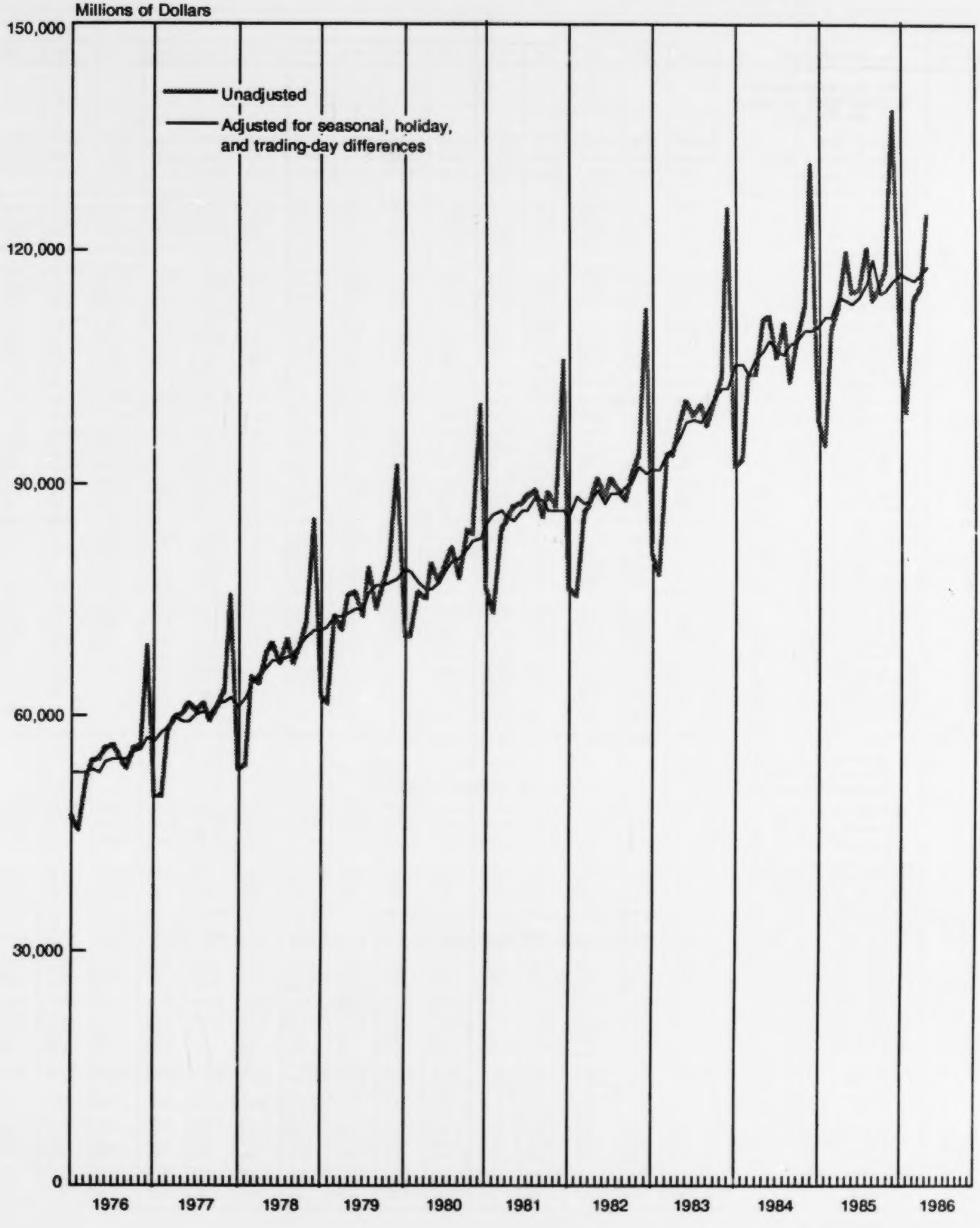

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986					1985								Total 5 mos.	
		Jan.	Feb.	Mar.	Apr.	May[p]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	105,642	99,661	114,236	115,710	125,153	120,188	114,777	115,225	120,772	113,842	115,750	118,060	138,646	560,402	536,869
	Total (excl. auto. group)	81,831	76,333	87,995	87,468	94,942	90,353	87,005	87,134	92,265	85,298	90,743	94,957	115,553	428,569	408,193
	Durable goods, total	38,985	37,469	42,843	46,098	49,489	47,158	44,592	44,919	46,053	45,165	42,787	41,120	48,346	214,884	203,225
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,996	6,401	7,702	8,232	7,112	6,835	6,973	6,899	6,541	6,950	6,236	5,993	32,724	27,635
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,486	6,932	6,100	5,913	6,062	6,082	5,741	6,236	5,491	5,302	28,117	24,106
521,3	Bldg. mat., supply stores	4,035	3,694	4,609	5,500	5,875	5,051	4,927	5,100	5,113	4,857	5,212	4,538	4,218	23,713	19,876
525	Hardware stores	779	712	870	986	1,057	1,049	986	962	969	884	1,024	953	1,084	4,404	4,230
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,242	30,211	29,835	27,772	28,091	28,507	28,544	25,007	23,103	23,093	131,833	128,676
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,172	28,081	27,670	25,629	25,883	26,333	26,519	22,811	20,938	21,054	122,415	119,261
551,2	Motor vehicle dealers	21,088	20,495	22,509	24,163	25,962	25,555	23,661	24,236	24,842	25,135	21,691	19,935	20,080	114,217	111,461
551	Motor veh. (franchised)	20,370	19,807	21,699	23,367	25,138	24,526	22,600	23,216	23,829	24,190	20,792	19,192	19,442	110,381	106,967
553	Auto & Home supply stores	1,759	1,606	1,853	2,070	2,130	2,165	2,143	2,208	2,174	2,025	2,196	2,165	2,039	9,418	9,415
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,684	6,026	5,465	5,381	5,457	5,816	5,509	5,983	6,406	8,102	28,093	25,458
571	Furniture & home furn. stores	3,036	2,828	3,209	3,208	3,392	3,115	3,014	3,036	3,277	3,033	3,245	3,422	3,693	15,672	14,203
5712	Furniture stores	1,863	1,718	1,945	1,910	2,067	1,936	1,877	1,857	2,034	1,872	1,983	2,130	2,271	9,503	8,891
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	2,048	2,207	1,981	2,004	2,057	2,138	2,058	2,298	2,533	3,675	10,336	9,471
5722	Household appliance stores	676	570	638	633	699	692	706	755	736	696	778	785	1,016	3,216	3,100
5944	Jewelry stores	704	755	790	796	1,015	898	775	711	793	759	819	1,065	2,677	4,059	3,607
	Nondurable goods, total	66,657	62,192	71,393	69,612	75,664	73,030	70,185	70,306	74,719	68,677	72,963	76,940	92,300	345,518	333,644
53	General mdse. group stores	9,383	9,550	12,661	12,438	13,993	13,236	12,343	11,488	13,513	12,027	13,217	16,422	24,720	58,085	55,726
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,797	13,245	12,484	11,648	10,814	12,761	11,357	12,522	15,647	23,376	54,722	52,432
531	Department stores	7,954	8,049	10,769	10,644	11,959	11,171	10,447	9,717	11,436	10,154	11,216	13,910	20,903	49,375	46,961
539	Misc. gen. mdse. stores	861	945	1,102	1,153	1,286	1,313	1,201	1,097	1,325	1,203	1,306	1,737	2,473	5,347	5,471
533	Variety stores	568	556	790	701	748	752	695	674	752	670	695	775	1,344	3,363	3,294
54	Food stores	23,948	21,813	24,213	23,354	25,596	24,368	23,601	24,148	24,837	22,753	23,709	24,297	25,409	118,924	113,444
541	Grocery stores	22,749	20,630	22,853	22,049	24,209	22,952	22,287	22,832	23,473	21,515	22,408	22,964	23,765	112,490	106,859
546	Retail bakeries	296	309	368	349	365	340	336	319	333	321	339	352	376	1,687	1,618
554	Gasoline service stations	8,067	7,122	7,173	6,941	7,483	8,794	8,774	9,070	9,005	8,380	8,647	8,285	8,618	36,786	39,988
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	6,264	5,707	5,297	5,073	6,172	5,491	5,881	6,809	9,783	27,224	25,167
561	Mens & boys clothing, furnishings	563	511	660	692	777	696	664	567	645	600	691	854	1,342	3,203	2,973
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,405	2,594	2,388	2,162	2,180	2,509	2,360	2,534	2,835	3,963	11,453	10,578
562	Womens ready-to-wear	1,717	1,624	2,297	2,164	2,334	2,130	1,948	1,969	2,252	2,128	2,252	2,487	3,444	10,136	9,395
565	Family clothing stores	1,161	1,089	1,556	1,463	1,598	1,445	1,368	1,314	1,748	1,391	1,500	1,864	2,885	6,867	6,262
566	Shoe stores	740	703	1,026	914	977	956	876	774	998	892	898	948	1,190	4,360	4,281
58	Eating and drinking places	10,338	9,826	11,309	11,663	12,463	11,560	11,514	11,673	11,979	10,987	11,307	10,754	10,728	55,599	52,093
5812	Eating places	9,525	9,075	10,458	10,751	11,519	10,704	10,668	10,833	11,164	10,185	10,471	9,940	9,894	51,328	48,047
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,622	7,045	6,568	6,475	6,569	6,777	6,340	6,522	6,127	6,012	31,448	29,658
5812 pt.	Refreshment places	3,632	3,376	3,941	3,999	4,303	4,003	4,062	4,154	4,264	3,723	3,819	3,682	3,749	19,251	17,892
5813	Drinking pls. (alcoholic bev)	813	751	851	912	944	856	846	840	815	802	836	814	834	4,271	4,046
591	Drug & proprietary stores	3,828	3,619	3,997	3,865	4,134	3,803	3,675	3,726	3,866	3,595	3,863	3,832	5,186	19,443	18,271
592	Liquor stores	1,363	1,242	1,395	1,366	1,509	1,447	1,450	1,514	1,532	1,491	1,430	1,544	2,077	6,875	6,764
596	Nonstore retailers[1]	2,139	2,094	2,275	2,276	2,200	2,151	1,919	2,007	2,120	2,194	2,830	2,800	2,587	10,984	10,493
5961 pt.	Mail-order houses (department store merchandise)	260	238	286	308	294	384	317	341	357	336	457	494	461	1,386	1,787
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,170	30,053	27,953	26,476	25,253	29,166	26,367	28,627	33,946	50,548	129,868	122,138
	Adjusted for seasonal variations, holiday, and trading-day differences					See	note 3									
	Retail trade, total	117,349	117,200	116,684	117,715	118,515	113,982	113,472	114,430	116,276	119,118	114,785	115,433	116,861	587,463	562,693
	Total (excl. auto group)	91,022	91,160	91,658	91,358	91,563	87,998	87,534	88,280	88,954	89,328	89,720	90,144	90,697	456,761	435,586
	Durable goods, total	44,187	43,949	43,279	44,874	45,330	42,587	42,309	42,768	44,209	46,748	42,355	42,631	43,882	221,619	208,834
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,143	7,384	7,028	6,033	5,975	6,147	6,209	6,226	6,409	6,456	6,641	35,388	29,897
521,3	Bldg. mat., & supply stores	5,121	5,053	5,121	5,451	5,196	4,408	4,352	4,412	4,529	4,493	4,679	4,683	4,882	25,941	21,718
525	Hardware stores	927	953	974	948	915	906	895	906	937	936	1,012	941	940	4,717	4,506
55 ex 554	Automotive dealers	26,327	26,040	25,026	26,357	26,952	25,994	25,938	26,150	27,322	29,790	25,065	25,289	26,164	130,702	127,107
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	23,029	24,389	24,939	23,957	23,930	24,145	25,296	27,740	23,018	23,187	24,117	120,625	117,060
553	Auto & home supply stores	2,041	2,038	1,997	1,988	2,013	2,037	2,008	2,005	2,026	2,050	2,047	2,102	2,047	10,077	10,047
57	Furniture, home furn. & equip strs	5,969	5,971	6,049	6,099	6,180	5,647	5,575	5,590	5,677	5,796	5,884	5,909	6,012	30,268	27,432
571	Furniture & home furn. stores	3,253	3,300	3,329	3,338	3,339	3,072	3,051	3,085	3,118	3,137	3,123	3,160	3,211	16,559	14,974
5722,32	Household appliance, radio & tv	2,263	2,244	2,268	2,301	2,376	2,175	2,125	2,103	2,149	2,239	2,307	2,301	2,348	11,452	10,520
	Nondurable goods, total	73,162	73,251	73,405	72,841	73,185	71,405	71,163	71,662	72,067	72,370	72,430	72,802	72,979	365,844	353,859
53	General mdse. group stores	13,340	13,621	13,801	13,860	13,711	13,217	13,104	13,164	13,441	13,410	13,322	13,455	13,416	68,333	65,757
531	Department stores	11,330	11,532	11,706	11,774	11,690	11,138	11,043	11,131	11,345	11,270	11,295	11,430	11,416	58,031	55,365
533	Variety stores	768	747	803	774	741	750	747	733	737	775	726	721	723	3,833	3,758
539	Misc. gen. mdse stores	1,242	1,342	1,293	1,312	1,280	1,329	1,314	1,300	1,359	1,365	1,301	1,304	1,277	6,469	6,634
54	Food stores	24,337	24,261	24,463	24,126	24,202	23,370	23,324	23,505	23,521	23,828	23,787	24,043	24,250	121,389	116,199
541	Grocery stores	23,002	22,948	23,131	22,825	22,882	22,006	22,023	22,189	22,186	22,505	22,453	22,692	22,873	114,788	109,459
554	Gasoline service stations	8,421	8,186	7,615	7,112	7,188	8,472	8,437	8,477	8,432	8,388	8,420	8,420	8,499	38,522	41,683
56	Apparel & accessory stores	5,915	5,986	6,189	6,206	6,157	5,763	5,729	5,757	5,879	5,890	5,897	5,964	5,954	30,462	28,238
561	Mens & boys clothing, furnishings	695	730	752	770	760	697	681	678	687	684	697	704	704	3,707	3,466
562,3,8	Women's clothing, spec., furrier	2,498	2,492	2,562	2,548	2,526	2,388	2,394	2,441	2,487	2,497	2,470	2,493	2,505	12,626	11,707
566	Shoe stores	886	924	937	941	938	942	911	902	916	898	885	891	893	4,626	4,538
58	Eating & drinking places	11,274	11,256	11,400	11,651	11,769	10,947	10,997	10,960	10,960	11,009	11,107	11,110	11,003	57,349	53,881
591	Drug & proprietary stores	3,938	3,925	4,017	4,022	4,105	3,784	3,808	3,857	3,913	3,878	3,954	3,910	3,911	20,007	18,793
592	Liquor stores	1,503	1,489	1,520	1,493	1,509	1,474	1,456	1,466	1,462	1,591	1,465	1,482	1,495	7,514	7,394

[p] Preliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

SIC code	Kind of business	Percent change in retail sales: May 1986 from-- May1985	Percent change in retail sales: May 1986 from-- Apr.1986	Percent change in retail sales: 5 mos. 1986 from 5 mos. 1985
	Data Not Adjusted[1]			
	Retail trade, total	+4.1	+8.2	+4.4
	Total (excl. auto. group)	+5.1	+8.5	+5.0
	Durable goods, total	+4.9	+7.4	+5.7
52	Building materials, hardware, garden supply, and mobile homes dealers	+15.7	+6.9	+18.4
521,3,5	Bldg. mat., supply, hardware stores	+13.6	+6.9	+16.6
521,3	Bldg. materials and supply stores	+16.3	+6.8	+19.3
523	Paint, glass, wallpaper stores*	+28.3	+3.2	+29.2
525	Hardware stores	+.8	+7.2	+4.1
55 ex 554	Automotive dealers	+1.3	+7.0	+2.5
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+1.5	+7.3	+2.6
551,2	Motor vehicle dealers	+1.6	+7.4	+2.5
551	Motor vehicle dlrs. (franchised)	+2.5	+7.6	+3.2
553	Auto and home supply stores	-1.6	+2.9	.0
57	Furniture, home furn., & equip. stores	+10.3	+6.0	+10.4
571	Furniture, and home furn. stores	+8.9	+5.7	+10.3
5712	Furniture stores	+6.8	+8.2	+6.9
5713	Floor covering stores*	+10.2	-.1	+18.5
5722,32	Household appliance, radio & TV	+11.4	+7.8	+9.1
5722	Household appliance stores	+1.0	+10.4	+3.7
5732	Radio and television stores*	+17.0	+6.6	+11.8
5733	Music stores*	+15.7	-.2	+16.9
5941	Sporting goods strs. & bicycle shops*	-.6	+7.3	+1.8
5942	Book stores*	-1.8	+5.1	-2.7
5944	Jewelry stores	+13.0	+27.7	+12.5
5946	Camera, photographic supply stores*	+12.3	+14.8	+6.4
5999 pt.	Optical goods stores*	+8.3	+1.4	+9.1
	Nondurable goods, total	+3.6	+8.7	+3.6
53	General merchandise group stores	+5.7	+12.0	+4.2
531,9	Dept. strs., misc. gen. mdse. strs	+6.1	+12.3	+4.4
531	Department stores	+7.1	+12.4	+5.1
539	Misc. general mdse. stores	-2.1	+11.5	-2.3
533	Variety stores	-.5	+6.7	+2.1
54	Food stores	+5.0	+9.6	+4.8
541	Grocery stores	+5.5	+9.8	+5.3
542	Meat and fish (seafood) markets*	-15.2	+3.0	-17.4
543	Fruit stores & vegetable markets*	+9.3	+20.6	+6.5
544	Candy, nut, confectionery stores*	-2.5	+8.3	+13.3
546	Retail bakeries	+7.4	+4.6	+4.3
554	Gasoline service stations	-14.9	+7.8	-8.0
56	Apparel and accessory stores	+9.8	+9.2	+8.2
561	Men's & boy's clothing, furnishings	+11.6	+12.3	+7.7
562,3,8	Women's cloth., spec. strs., furriers	+8.6	+7.9	+8.3
562	Women's ready-to-wear stores	+9.6	+7.9	+7.9
565	Family clothing stores	+10.6	+9.2	+9.7
566	Shoe stores	+2.2	+6.9	+1.8
58	Eating and drinking places	+7.8	+6.9	+6.7
5812	Eating places	+7.6	+7.1	+6.8
5812 pt.	Restaurants, lunchrooms, cafes	+7.3	+6.4	+6.0
5812 pt.	Refreshment places	+7.5	+7.6	+7.6
5813	Drinking places (alcoholic bevs.)	+10.3	+3.5	+5.6
591	Drug & proprietary stores	+8.7	+7.0	+6.4
592	Liquor stores	+4.3	+10.5	+1.6
5943	Stationery stores*	-7.0	+1.2	-2.5
596	Nonstore retailers[2]	+2.3	-3.3	+4.7
5961 pt.	Mail-order houses (department store merchandise)	-23.4	-4.5	-22.4
598	Fuel and ice dealers*	-4.8	-11.4	-6.9
5983	Fuel and oil dealers*	-9.9	-14.2	-9.0
53,56,57, 594	GAF, total[3]	+7.5	+10.6	+6.3
	Data Adjusted[4]			
	Retail trade, total	+4.0	+.7	+4.4
	Total (ex. automotive group)	+4.1	+.2	+4.9
	Durable goods, total	+6.4	+1.0	+6.1
52	Building materials, hardware, garden supply, and mobile homes dealers	+16.5	-4.8	+18.4
521,3	Bldg. materials and supply stores	+17.9	-4.7	+19.4
525	Hardware stores	+1.0	-3.5	+4.7
55 ex 554	Automotive dealers	+3.7	+2.3	+2.8
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+4.1	+2.3	+3.0
553	Auto and home supply stores	-1.2	+1.3	+.3
57	Furniture, home furn., & equip. stores	+9.4	+1.3	+10.3
571	Furniture and home furn. stores	+8.7	.0	+10.6
5722,32	Hshd. appl., radio and TV stores	+9.2	+3.3	+6.9
	Nondurable goods, total	+2.5	+.5	+3.4
53	General merchandise group stores	+3.7	-1.1	+3.9
531	Department stores	+5.0	-.7	+4.8
533	Variety stores	-1.2	-4.3	+2.0
539	Misc. general mdse. stores	-3.7	-2.4	-2.5
54	Food stores	+3.6	+.3	+4.5
541	Grocery stores	+4.0	+.2	+4.9
554	Gasoline service stations	-15.2	+1.1	-7.6
56	Apparel and accessory stores	+6.8	-.8	+7.9
561	Men's & boy's clothing, furnishings	+9.0	-1.3	+7.0
562,3,8	Women's cloth., spec. strs., furriers	+5.8	-.9	+7.9
566	Shoe stores	-.4	-.3	+1.9
58	Eating and drinking places	+7.5	+1.0	+6.4
591	Drug & proprietary stores	+8.5	+2.1	+6.5
592	Liquor stores	+2.4	+1.1	+1.6

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.

[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. Month-to-Month and Long-Term Percent Changes in Retail Sales

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change		Average monthly rates of change		
				Mar.1986 through May1986 from--				
	May1986 from Apr.1986	Apr.1986 from Mar.1986	Mar.1986 from Feb.1986	Dec.1985 through Feb.1986	Mar.1985 through May1985	May1986 from Feb.1986 (3-mo. span)	May1986 from Nov.1985 (6-mo. span)	May1986 from May 1985 (12-mo. span)
Retail trade, total	+.7	+.9	-.4	+.4	+3.7	+.4	+.4	+.3
Durable goods, total	+1.0	+3.7	-1.5	+1.1	+5.2	+1.1	+1.0	+.6
Nondurable goods, total	+.5	-.8	+.2	.0	+2.8	.0	+.1	+.2

Table 3. Estimated Monthly Retail Sales, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	110,511	111,935	111,999	114,256	113,992	113,472	114,430	116,276	119,118	114,785	115,433	116,861
	Total (excl. auto. group)	85,848	86,783	86,815	88,142	87,998	87,534	88,280	88,954	89,328	89,720	90,144	90,697
	Durable goods, total	40,644	41,341	41,498	42,764	42,587	42,309	42,768	44,209	46,748	42,355	42,631	43,882
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,033	5,975	6,147	6,209	6,226	6,409	6,456	6,641
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,352	4,412	4,529	4,493	4,679	4,683	4,882
525	Hardware stores	893	878	901	928	906	895	906	937	936	1,012	941	940
55ex.554	Automotive dealers	24,663	25,152	25,184	26,114	25,994	25,938	26,150	27,322	29,790	25,065	25,289	26,164
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	23,930	24,145	25,296	27,740	23,018	23,187	24,117
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,037	2,008	2,005	2,026	2,050	2,047	2,102	2,047
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,475	5,647	5,575	5,590	5,677	5,796	5,884	5,909	6,012
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,072	3,051	3,085	3,118	3,137	3,123	3,160	3,211
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,105	2,175	2,125	2,103	2,149	2,239	2,307	2,301	2,348
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,405	71,163	71,662	72,067	72,370	72,430	72,802	72,979
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,217	13,104	13,164	13,441	13,410	13,322	13,455	13,416
531	Department stores	10,837	11,130	11,069	11,191	11,138	11,043	11,131	11,345	11,270	11,295	11,430	11,416
533	Variety stores	733	757	758	760	750	747	733	737	775	726	721	723
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,337	1,329	1,314	1,300	1,359	1,365	1,301	1,304	1,277
54	Food stores	23,123	23,188	23,073	23,445	23,370	23,324	23,505	23,521	23,828	23,787	24,043	24,250
541	Grocery stores	21,794	21,846	21,720	22,093	22,006	22,023	22,189	22,186	22,505	22,453	22,692	22,873
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,472	8,437	8,477	8,432	8,388	8,420	8,420	8,499
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,763	5,729	5,757	5,879	5,890	5,897	5,964	5,954
561	Men's & boys' clothing, furnishings	694	688	694	693	697	681	678	687	684	697	704	704
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,388	2,394	2,441	2,487	2,497	2,470	2,493	2,505
566	Shoe stores	867	884	918	927	942	911	902	916	898	885	891	893
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,947	10,997	10,950	10,950	11,009	11,107	11,110	11,003
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,784	3,808	3,857	3,913	3,878	3,954	3,910	3,911
592	Liquor stores	1,494	1,461	1,475	1,490	1,474	1,456	1,466	1,462	1,591	1,465	1,482	1,495

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986					1985								Percent change		
															May 1986 from--		5 mo 1986 from 5 mo 1985
		Jan.	Feb.	Mar.	Apr.	May[p]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1985	Apr. 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	37,972	41,671	40,044	38,011	37,327	40,626	36,963	39,527	44,041	56,786	+4.1	+9.7	+3.9
	Durable goods, total	2,679	2,554	3,116	3,361	3 712	3,538	3,371	3,284	3,380	3,138	3,346	3,717	5,246	+4.9	+10.4	+5.9
553	Auto and home supply stores	361	341	412	451	467	431	417	423	426	409	455	454	437	+8.4	+3.5	+8.4
	Nondurable goods, total	31,847	30,149	35,959	34,611	37,959	36,506	34,640	34,043	37,246	33,825	36,181	40,324	51,540	+4.0	+9.7	+3.7
53	General mdse. group stores	8,708	8,911	11,863	11,690	13,131	12,316	11,488	10,636	12,553	11,140	12,239	15,387	23,218	+6.6	+12.3	+4.9
531	Department stores	7,628	7,731	10,353	10,239	11,492	10,706	10,025	9,318	10,987	9,738	10,740	13,333	20,031	+7.3	+12.2	+5.4
533	Variety stores	461	444	670	590	631	652	588	560	632	573	582	660	1,167	-3.2	+6.9	+.2
539	Misc. general mdse. stores	619	736	840	861	1,008	958	875	758	934	829	917	1,394	2,020	+5.2	+17.1	+2.9
54	Food stores	13,401	12,073	13,419	12,835	14,201	13,574	12,943	13,140	13,570	12,408	12,979	13,516	14,177	+4.6	+10.6	+4.0
541	Grocery stores	13,235	11,904	13,225	12,677	14,028	13,418	12,787	12,987	13,413	12,260	12,822	13,340	13,880	+4.5	+10.7	+4.0
56	Apparel and accessory stores	1,743	1,726	2,561	2,318	2,508	2,239	2,134	2,003	2,607	2,212	2,351	2,849	4,234	+12.0	+8.2	+11.6
562,3,8	Women's clothing, spec., furs	785	788	1,126	1,027	1,081	982	942	939	1,092	981	1,049	1,260	1,840	+10.1	+5.3	+12.1
562	Women's ready-to-wear	768	769	1,100	1,004	1,059	958	918	917	1,065	958	1,023	1,233	1,798	+10.5	+5.5	+12.3
565	Family clothing stores	453	438	665	613	678	604	572	533	766	592	635	823	1,274	+12.3	+10.6	+10.8
566	Shoe stores	356	352	550	476	519	459	425	373	519	438	457	495	661	+13.1	+9.0	+10.5
5812	Eating places	2,268	2,125	2,485	2,459	2,577	2,459	2,458	2,494	2,586	2,386	2,436	2,379	2,405	+4.8	+4.8	+5.8
591	Drug and proprietary stores	2,083	1,939	2,213	2,079	2,249	2,150	2,074	2,099	2,195	2,016	2,122	2,147	3,174	+4.6	+8.2	+3.7
	Adjusted for seasonal variations, holiday, and trading-day differences				See	note 1											
	Retail trade, total	40,077	40,282	40,533	40,284	40,254	39,132	39,038	39,217	39,604	39,717	39,664	40,028	40,234	+2.9	-.1	+3.8
553	Auto and home supply stores	424	437	436	443	435	404	399	394	402	418	419	429	423	+7.7	-1.8	+8.5
53	General mdse. group stores	12,454	12,724	12,962	12,963	12,866	12,275	12,142	12,248	12,504	12,447	12,394	12,558	12,500	+4.8	-.7	+4.7
531	Department stores	10,851	11,060	11,266	11,301	11,245	10,663	10,542	10,661	10,889	10,808	10,827	10,974	10,940	+5.5	-.5	+5.2
533	Variety stores	640	607	695	641	616	640	636	624	625	664	616	606	609	-3.8	-3.9	+.1
541	Grocery stores	13,156	13,125	13,225	13,096	13,197	12,816	12,890	12,858	12,738	13,043	12,925	13,015	13,181	+3.0	+.8	+3.5
56	Apparel and accessory stores	2,435	2,497	2,543	2,544	2,521	2,295	2,308	2,328	2,380	2,373	2,403	2,448	2,423	+9.8	-.9	+11.4
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,101	1,084	999	1,024	1,043	1,037	1,058	1,059	1,100	1,077	+8.5	-1.5	+12.0
566	Shoe stores	452	477	482	507	503	450	455	450	472	451	461	452	459	+11.8	-.8	+10.9
591	Drug and proprietary stores	2,207	2,169	2,220	2,224	2,236	2,144	2,149	2,191	2,247	2,198	2,227	2,164	2,189	+4.3	+.5	+3.7

[p] Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business).Group totals include kinds of business not shown separately.

Table 5. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	38,271	38,733	38,776	39,086	39,132	39,038	39,217	39,604	39,717	39,664	40,028	40,234
553	Auto & home supply stores	400	396	402	402	404	399	394	402	418	419	429	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,275	12,142	12,248	12,504	12,447	12,394	12,558	12,500
531	Department stores	10,365	10,634	10,600	10,723	10,663	10,542	10,661	10,889	10,808	10,827	10,974	10,940
533	Variety stores	624	641	646	645	640	636	624	625	664	616	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,816	12,890	12,858	12,738	13,043	12,925	13,015	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,295	2,308	2,328	2,380	2,373	2,403	2,448	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	999	1,024	1,043	1,037	1,058	1,059	1,100	1,077
566	Shoe stores	428	434	432	440	450	455	450	472	451	461	452	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,144	2,149	2,191	2,247	2,198	2,227	2,164	2,189

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Figure 4.

Percent Change in Retail Sales: May 1986 From May 1985

(Based on data NOT ADJUSTED for seasonal Variations, holiday or trading-day differences)

UNITED STATES +4.1

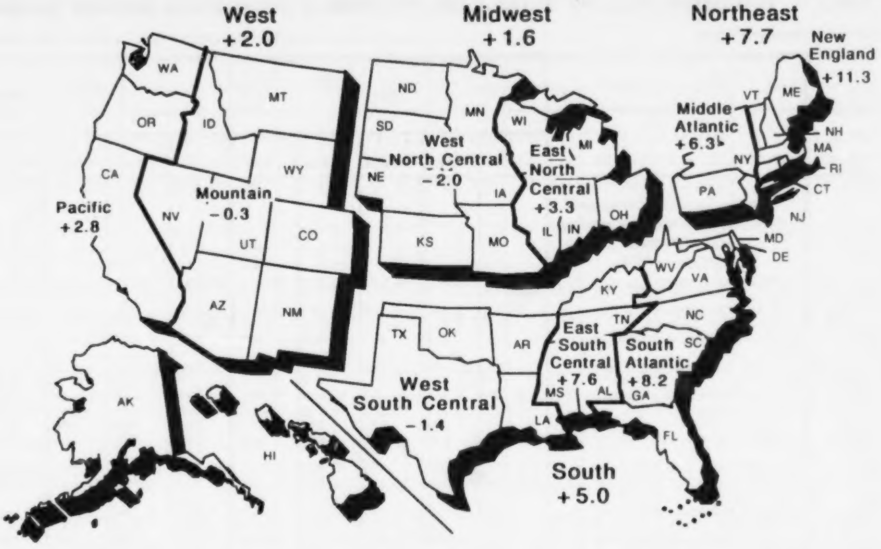
West
+2.0
Midwest
+1.6
Northeast
+7.7
New England
+11.3
Middle Atlantic
+6.3
Pacific
+2.8
Mountain
-0.3
West North Central
-2.0
East North Central
+3.3
West South Central
-1.4
East South Central
+7.6
South Atlantic
+8.2
South
+5.0
WA
OR
CA
ID
MT
WY
NV
UT
CO
AZ
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Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986					1985								Percent change		
														May 1986 from--		5 mos. 1986 from 5 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May[p]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1985	Apr. 1986	
Northeast																
Retail trade, total	23,451	21,903	24,984	25,380	27,694	25,708	24,606	24,514	25,653	24,635	25,444	26,203	30,786	+7.7	+9.1	+8.4
Durable goods, total	8,076	7,841	9,053	9,957	10,641	9,583	9,130	9,106	9,214	9,394	8,982	8,780	9,792	+11.0	+6.9	+15.9
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,479	1,758	1,344	1,361	1,384	1,363	1,297	1,422	1,332	1,213	+30.8	+18.9	+32.3
Automotive dealers	4,771	4,768	5,563	6,078	6,260	5,945	5,509	5,558	5,492	5,839	5,102	4,656	4,456	+5.3	+3.0	+14.5
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,284	1,374	1,199	1,169	1,190	1,263	1,197	1,353	1,500	1,863	+14.6	+7.0	+15.2
Nondurable goods, total	15,375	14,062	15,931	15,423	17,053	16,125	15,476	15,408	16,439	15,241	16,462	17,423	20,994	+5.8	+10.6	+4.5
General mdse. group stores	1,761	1,857	2,442	2,458	2,892	2,685	2,450	2,168	2,658	2,440	2,740	3,435	5,125	+7.7	+17.7	+3.9
Department stores	1,487	1,552	2,084	2,107	2,501	2,309	2,101	1,830	2,260	2,068	2,354	2,969	4,395	+8.3	+18.7	+4.8
Food stores	5,392	4,844	5,378	5,139	5,649	5,246	5,123	5,297	5,438	4,995	5,266	5,350	5,588	+7.7	+9.9	+7.9
Grocery stores	5,049	4,500	4,965	4,749	5,241	4,808	4,716	4,901	5,037	4,632	4,878	4,969	5,137	+9.0	+10.4	+9.7
Gasoline service stations	1,650	1,449	1,466	1,331	1,435	1,683	1,666	1,735	1,749	1,596	1,669	1,619	1,720	-14.7	+7.8	-7.5
Apparel & accessory stores	1,163	1,081	1,505	1,466	1,702	1,510	1,351	1,204	1,529	1,407	1,575	1,778	2,461	+12.7	+16.1	+8.4
Eating & drinking places	2,276	2,098	2,373	2,494	2,771	2,568	2,618	2,724	2,753	2,513	2,595	2,452	2,459	+7.9	+11.1	+5.7
Drug & proprietary stores	785	751	848	842	908	800	769	763	788	754	802	792	1,026	+13.5	+7.8	+6.8
GAF, total[1]	4,919	4,871	6,048	6,006	6,897	6,223	5,796	5,292	6,317	5,842	6,511	7,803	11,443	+10.8	+14.8	+8.4
Midwest[2]																
Retail trade, total	24,301	23,176	26,772	27,729	30,071	29,583	27,981	27,866	29,113	27,613	28,074	28,476	32,369	+1.6	+8.4	+2.9
Durable goods, total	8,665	8,620	10,041	11,174	12,038	11,692	10,988	10,969	11,169	10,930	10,134	9,633	10,510	+3.0	+7.7	+4.4
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,636	1,813	1,708	1,600	1,615	1,592	1,520	1,647	1,457	1,300	+6.1	+10.8	+9.4
Automotive dealers	5,582	5,775	6,624	7,384	7,842	7,766	7,218	7,200	7,195	7,233	6,077	5,587	5,513	+1.0	+6.2	+2.5
Furniture, home furn, and equipment stores	1,225	1,075	1,263	1,247	1,318	1,142	1,128	1,162	1,288	1,224	1,372	1,463	1,855	+15.4	+5.7	+15.3
Nondurable goods, total	15,636	14,556	16,731	16,555	18,033	17,891	16,993	16,897	17,944	16,683	17,940	18,843	21,859	+.8	+8.9	+2.0
General mdse. group stores	2,384	2,324	3,181	3,228	3,550	3,393	3,125	2,955	3,469	3,051	3,404	4,183	6,098	+4.6	+10.0	+3.5
Department stores	2,098	2,039	2,821	2,854	3,147	2,950	2,730	2,572	3,044	2,676	2,996	3,706	5,419	+6.7	+10.3	+5.1
Food stores	5,353	4,870	5,334	5,177	5,769	5,707	5,372	5,435	5,625	5,183	5,375	5,536	5,723	+1.1	+11.4	+2.3
Grocery stores	5,132	4,648	5,081	4,929	5,491	5,396	5,093	5,152	5,305	4,922	5,114	5,253	5,399	+1.8	+11.4	+3.1
Gasoline service stations	2,211	1,913	1,894	1,845	2,046	2,550	2,526	2,582	2,502	2,392	2,527	2,402	2,446	-19.8	+10.9	-13.7
Apparel & accessory stores	1,018	897	1,294	1,216	1,327	1,192	1,125	1,100	1,343	1,160	1,303	1,516	2,108	+11.3	+9.1	+8.9
Eating & drinking places	2,220	2,254	2,608	2,716	2,805	2,595	2,614	2,525	2,639	2,510	2,587	2,443	2,270	+8.1	+3.3	+12.0
Drug & proprietary stores	992	931	993	949	1,048	968	952	960	994	930	986	967	1,306	+8.3	+10.4	+4.5
GAF, total[1]	5,179	4,838	6,350	6,305	6,931	6,463	6,112	5,904	6,853	6,080	6,755	7,994	11,642	+7.2	+9.9	+6.6
South																
Retail trade, total	35,370	33,284	38,538	38,749	41,900	39,910	38,028	38,504	40,360	37,610	38,052	38,711	46,050	+5.0	+8.1	+3.6
Durable goods, total	13,649	12,834	14,645	15,595	16,906	16,087	15,205	15,578	16,018	15,397	14,627	13,911	15,815	+5.1	+8.4	+2.8
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,041	3,090	2,672	2,488	2,615	2,492	2,396	2,554	2,258	2,271	+15.6	+1.6	+18.4
Automotive dealers	8,405	7,901	8,690	9,326	10,304	10,089	9,476	9,747	10,095	9,853	8,705	7,957	8,051	+2.1	+10.5	-2.4
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	2,025	1,921	1,894	1,883	2,005	1,863	1,950	2,101	2,651	+5.4	+6.2	+8.3
Nondurable goods, total	21,721	20,450	23,893	23,154	24,994	23,823	22,823	22,926	24,342	22,213	23,425	24,800	30,235	+4.9	+7.9	+4.2
General mdse. group stores	3,192	3,300	4,485	4,332	4,793	4,508	4,184	3,939	4,569	4,004	4,367	5,477	8,512	+6.3	+10.6	+4.9
Department stores	2,604	2,676	3,655	3,537	3,926	3,632	3,388	3,204	3,722	3,234	3,551	4,404	6,794	+8.1	+11.0	+6.1
Food stores	8,138	7,476	8,353	8,017	8,721	8,283	8,098	8,300	8,511	7,866	8,096	8,322	8,626	+5.3	+8.8	+4.2
Grocery stores	7,859	7,208	8,050	7,735	8,419	7,971	7,806	8,003	8,217	7,587	7,798	8,015	8,270	+5.6	+8.8	+4.6
Gasoline service stations	2,624	2,293	2,317	2,302	2,452	2,755	2,787	2,892	2,861	2,635	2,685	2,584	2,733	-11.0	+6.5	-4.0
Apparel & accessory stores	1,514	1,448	2,105	1,879	2,000	1,825	1,665	1,624	1,985	1,745	1,799	2,077	3,164	+9.6	+6.4	+7.9
Eating & drinking places	3,324	3,130	3,649	3,821	4,109	3,767	3,614	3,631	3,734	3,369	3,507	3,379	3,407	+9.1	+7.5	+5.2
Drug & proprietary stores	1,281	1,229	1,361	1,288	1,340	1,222	1,166	1,187	1,241	1,136	1,265	1,275	1,714	+9.7	+4.0	+10.2
GAF, total[1]	7,512	7,370	9,543	9,079	9,951	9,271	8,697	8,377	9,595	8,568	9,171	10,930	16,771	+7.3	+9.6	+8.2
West																
Retail trade, total	22,520	21,298	23,942	23,852	25,488	24,987	24,162	24,341	25,646	23,984	24,180	24,670	29,441	+2.0	+6.9	+3.1
Durable goods, total	8,595	8,174	9,104	9,372	9,904	9,796	9,269	9,266	9,652	9,444	9,044	8,796	10,229	+1.1	+5.7	+2.9
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,546	1,571	1,388	1,386	1,359	1,452	1,328	1,327	1,189	1,209	+13.2	+1.6	+16.2
Automotive dealers	5,053	4,884	5,364	5,454	5,805	6,035	5,569	5,586	5,725	5,619	5,123	4,903	5,073	-3.8	+6.4	-.1
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,246	1,309	1,203	1,190	1,222	1,260	1,225	1,308	1,342	1,733	+8.8	+5.1	+4.4
Nondurable goods, total	13,925	13,124	14,838	14,480	15,584	15,191	14,893	15,075	15,994	14,540	15,136	15,874	19,212	+2.6	+7.6	+3.3
General mdse. group stores	2,046	2,069	2,553	2,480	2,758	2,650	2,584	2,426	2,817	2,532	2,706	3,327	4,985	+4.1	+11.2	+4.3
Department stores	1,765	1,782	2,209	2,146	2,385	2,280	2,228	2,111	2,410	2,176	2,315	2,831	4,295	+4.6	+11.1	+4.0
Food stores	5,065	4,623	5,148	5,021	5,457	5,132	5,008	5,116	5,263	4,709	4,972	5,089	5,472	+6.3	+8.7	+5.3
Grocery stores	4,709	4,274	4,757	4,636	5,058	4,777	4,672	4,776	4,914	4,374	4,618	4,727	4,959	+5.9	+9.1	+4.3
Gasoline service stations	1,582	1,467	1,496	1,463	1,550	1,806	1,795	1,861	1,893	1,757	1,766	1,680	1,719	-14.2	+5.9	-6.6
Apparel & accessory stores	999	975	1,224	1,176	1,235	1,180	1,156	1,145	1,315	1,179	1,204	1,438	2,050	+4.7	+5.0	+7.5
Eating & drinking paces	2,518	2,344	2,679	2,632	2,778	2,630	2,668	2,793	2,853	2,595	2,618	2,480	2,592	+5.6	+5.5	+5.0
Drug & proprietary stores	770	708	795	786	838	813	788	816	843	775	810	798	1,140	+3.1	+6.6	+2.5
GAF, total[1]	5,133	4,967	5,915	5,780	6,274	5,996	5,871	5,680	6,401	5,877	6,190	7,219	10,692	+4.6	+8.5	+4.2

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986					1985								Percent change		
														May 1986 from--		5 mos. 1986 from 5 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May[p]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1985	Apr. 1986	
New England	**7,150**	**6,664**	**7,480**	**7,630**	**8,336**	**7,492**	**7,353**	**7,361**	**7,729**	**7,461**	**7,777**	**7,811**	**9,108**	**+11.3**	**+9.3**	+11.1
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,693	5,137	4,793	4,561	4,638	4,965	4,517	5,008	5,289	6,266	+7.2	+9.5	+6.4
Gen. mdse. group stores	513	539	702	717	832	753	692	621	775	695	767	971	1,471	+10.5	+16.0	+5.5
Department stores	407	411	555	571	669	614	566	502	619	549	622	782	1,179	+9.0	+17.2	+5.6
Food stores	1,534	1,360	1,494	1,470	1,630	1,559	1,510	1,582	1,644	1,441	1,557	1,536	1,562	+4.6	+10.9	+7.4
GAF, total[1]	1,238	1,261	1,590	1,598	1,802	1,615	1,538	1,393	1,714	1,543	1,710	2,059	3,070	+11.6	+12.8	+9.9
Middle Atlantic	**16,301**	**15,239**	**17,504**	**17,750**	**19,358**	**18,216**	**17,253**	**17,153**	**17,924**	**17,174**	**17,667**	**18,392**	**21,678**	**+6.3**	**+9.1**	**+7.3**
Durable goods, total	5,706	5,513	6,370	7,020	7,442	6,884	6,338	6,383	6,450	6,450	6,213	6,258	6,950	+8.1	+6.0	+14.1
Automotive dealers	3,311	3,257	3,846	4,212	4,269	4,235	3,774	3,834	3,785	3,916	3,463	3,236	3,089	+.8	+1.4	+12.1
Nondurable goods, total	10,595	9,726	11,134	10,730	11,916	11,332	10,915	10,770	11,474	10,724	11,454	12,134	14,728	+5.2	+11.1	+3.7
Gen. mdse. group stores	1,248	1,318	1,740	1,741	2,060	1,932	1,758	1,547	1,883	1,745	1,973	2,464	3,654	+6.6	+18.3	+3.2
Department stores	1,080	1,141	1,529	1,536	1,832	1,695	1,535	1,328	1,641	1,519	1,732	2,187	3,216	+8.1	+19.3	+4.5
Food stores	3,858	3,484	3,884	3,669	4,019	3,687	3,613	3,715	3,794	3,554	3,709	3,814	4,026	+9.0	+9.5	+8.1
Gasoline service stations	1,103	956	981	884	960	1,189	1,174	1,208	1,218	1,092	1,118	1,077	1,152	-19.3	+8.6	-12.9
Apparel & accessory strs.	869	792	1,116	1,083	1,297	1,138	1,020	909	1,141	1,063	1,175	1,309	1,856	+14.0	+19.8	+7.1
Eating & drinking places	1,498	1,393	1,594	1,642	1,808	1,750	1,799	1,828	1,873	1,747	1,737	1,646	1,676	+3.3	+10.1	+1.5
Drug & proprietary stores	588	553	644	643	684	586	562	565	575	551	595	581	747	+16.7	+6.4	+13.2
GAF, total[1]	3,681	3,610	4,458	4,408	5,095	4,608	4,258	3,899	4,603	4,299	4,801	5,744	8,373	+10.6	+15.6	+7.8
East North Central	**16,969**	**16,300**	**18,923**	**19,572**	**21,268**	**20,597**	**19,732**	**19,611**	**20,400**	**19,370**	**19,545**	**19,931**	**22,888**	**+3.3**	**+8.7**	**+3.9**
Durable goods, total	5,975	6,021	7,021	7,827	8,513	7,961	7,603	7,644	7,649	7,568	6,937	6,632	7,441	+6.9	+8.8	+6.0
Automotive dealers	3,879	4,047	4,664	5,177	5,567	5,272	5,017	5,041	4,930	5,029	4,158	3,808	3,883	+5.6	+7.5	+4.6
Furniture, home furn. strs.	843	764	912	913	949	837	831	856	946	881	968	1,068	1,326	+13.4	+3.9	+14.1
Nondurable goods, total	10,994	10,279	11,902	11,745	12,755	12,636	12,129	11,967	12,751	11,802	12,608	13,299	15,447	+.9	+8.6	+2.6
Gen. mdse. group stores	1,661	1,616	2,236	2,273	2,483	2,374	2,199	2,063	2,415	2,136	2,405	2,961	4,313	+4.6	+9.2	+3.4
Department stores	1,480	1,443	2,008	2,033	2,222	2,090	1,941	1,816	2,145	1,900	2,146	2,672	3,878	+6.3	+9.3	+4.7
Food stores	3,647	3,325	3,668	3,542	3,966	3,947	3,733	3,751	3,912	3,542	3,642	3,757	3,893	+.5	+12.0	+2.1
Gasoline service stations	1,547	1,347	1,333	1,271	1,394	1,711	1,750	1,790	1,743	1,666	1,724	1,615	1,671	-18.5	+9.7	-13.5
Apparel & accessory strs.	758	661	963	907	993	904	861	817	1,003	867	957	1,141	1,576	+9.8	+9.5	+8.8
Eating & drinking places	1,574	1,640	1,889	1,960	2,051	1,914	1,934	1,836	1,922	1,823	1,853	1,777	1,600	+7.2	+4.6	+12.2
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,545	4,980	4,329	4,421	4,241	4,900	4,359	4,834	5,789	8,405	+7.6	+9.6	+6.9
West North Central	**7,332**	**6,876**	**7,849**	**8,157**	**8,803**	**8,986**	**8,249**	**8,255**	**8,713**	**8,243**	**8,529**	**8,545**	**9,481**	**-2.0**	**+7.9**	**+.7**
Durable goods, total	2,690	2,599	3,020	3,347	3,525	3,731	3,385	3,325	3,520	3,362	3,197	3,001	3,069	-5.5	+5.3	+.8
Automotive dealers	1,703	1,728	1,960	2,207	2,275	2,494	2,201	2,159	2,265	2,204	1,919	1,779	1,630	-8.8	+3.1	-2.2
Nondurable goods, total	4,642	4,277	4,829	4,810	5,278	5,255	4,864	4,930	5,193	4,881	5,332	5,544	6,412	+.4	+9.7	+.7
Gen. mdse. group stores	723	708	945	955	1,067	1,019	926	892	1,054	915	999	1,222	1,785	+4.7	+11.7	+3.7
Department stores	618	596	813	821	925	860	789	756	899	776	850	1,034	1,541	+7.6	+12.7	+6.0
Food stores	1,706	1,545	1,666	1,635	1,803	1,760	1,639	1,684	1,713	1,641	1,733	1,779	1,830	+2.4	+10.3	+2.8
Gasoline service stations	664	566	561	574	652	839	776	792	759	726	803	787	775	-22.3	+13.6	-14.3
Apparel & accessory strs.	260	236	331	309	334	288	264	283	340	293	346	375	532	+16.0	+8.1	+9.2
GAF, total[1]	1,510	1,403	1,793	1,760	1,951	1,834	1,691	1,663	1,953	1,721	1,921	2,205	3,237	+6.4	+10.9	+5.9
South Atlantic	**18,748**	**17,664**	**20,445**	**20,657**	**22,218**	**20,528**	**19,483**	**19,726**	**20,771**	**19,474**	**19,919**	**20,258**	**24,042**	**+8.2**	**+7.6**	**+6.0**
Durable goods, total	7,844	7,377	8,351	8,978	9,668	8,836	8,275	8,548	8,798	8,518	8,191	7,881	8,855	+9.4	+7.7	+6.5
Automotive dealers	4,825	4,576	4,967	5,423	5,904	5,626	5,203	5,437	5,618	5,527	4,963	4,582	4,507	+4.9	+8.9	+.4
Furniture, home furn. strs.	1,015	958	1,081	1,036	1,130	1,015	1,009	992	1,064	987	1,058	1,183	1,461	+11.3	+9.1	+11.6
Nondurable goods, total	10,904	10,287	12,094	11,679	12,550	11,692	11,208	11,178	11,973	10,956	11,728	12,377	15,187	+7.3	+7.5	+5.6
Gen. mdse. group stores	1,564	1,642	2,214	2,170	2,383	2,212	2,053	1,887	2,232	1,958	2,149	2,749	4,327	+7.7	+9.8	+5.4
Department stores	1,250	1,303	1,775	1,739	1,911	1,749	1,638	1,507	1,789	1,577	1,735	2,170	3,393	+9.3	+9.9	+6.2
Food stores	4,024	3,635	4,113	3,937	4,266	4,014	3,920	4,002	4,137	3,812	4,009	4,116	4,250	+6.3	+8.4	+4.0
Gasoline service stations	1,431	1,263	1,269	1,257	1,309	1,411	1,381	1,457	1,495	1,387	1,431	1,356	1,445	-7.2	+4.1	-.4
Apparel & accessory strs.	717	687	1,054	946	1,016	845	787	760	914	805	872	994	1,513	+20.2	+7.4	+13.0
GAF, total[1]	3,805	3,786	4,900	4,678	5,132	4,569	4,317	4,106	4,728	4,223	4,631	5,578	8,551	+12.3	+9.7	+8.7
East South Central	**5,536**	**5,162**	**6,076**	**6,174**	**6,834**	**6,350**	**6,119**	**6,401**	**6,619**	**6,184**	**6,370**	**6,338**	**7,364**	**+7.6**	**+10.7**	**+5.9**
Durable goods, total	1,917	1,853	2,200	2,352	2,678	2,308	2,239	2,424	2,470	2,378	2,312	2,100	2,288	+16.0	+13.9	+11.5
Nondurable goods, total	3,619	3,309	3,876	3,822	4,156	4,042	3,880	3,977	4,149	3,806	4,058	4,238	5,076	+2.8	+8.7	+2.8
Gen. mdse. group stores	544	556	796	785	864	771	732	707	807	710	787	1,006	1,506	+12.1	+10.1	+10.8
Department stores	422	424	613	606	663	591	562	538	617	536	595	772	1,134	+12.2	+9.4	+9.7
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,460	1,585	1,423	1,365	1,373	1,555	1,376	1,491	1,791	2,681	+11.4	+8.6	+13.6
West South Central	**11,086**	**10,458**	**12,017**	**11,918**	**12,848**	**13,032**	**12,426**	**12,377**	**12,970**	**11,952**	**11,763**	**12,115**	**14,644**	**-1.4**	**+7.8**	**-1.1**
Durable goods, total	3,888	3,604	4,094	4,265	4,560	4,943	4,691	4,606	4,750	4,501	4,124	3,930	4,672	-7.7	+6.9	-7.8
Automotive dealers	2,308	2,086	2,249	2,364	2,558	2,941	2,827	2,756	2,884	2,784	2,337	2,143	2,283	-13.0	+8.2	-14.0
Nondurable goods, total	7,198	6,854	7,923	7,653	8,288	8,089	7,735	7,771	8,220	7,451	7,639	8,185	9,972	+2.5	+8.3	+2.9
Gen. mdse. group stores	1,084	1,102	1,475	1,377	1,546	1,525	1,399	1,345	1,530	1,336	1,431	1,722	2,679	+1.4	+12.3	+1.3
Department stores	932	949	1,267	1,192	1,352	1,292	1,188	1,159	1,316	1,121	1,221	1,462	2,267	+4.6	+13.4	+4.4
Food stores	2,783	2,654	2,899	2,756	3,001	2,877	2,817	2,904	2,956	2,728	2,747	2,871	2,981	+4.3	+8.9	+5.4
Apparel & accessory strs.	601	566	748	656	698	710	638	621	774	692	666	776	1,194	-1.7	+6.4	+1.7
GAF, total[1]	2,596	2,496	3,146	2,941	3,234	3,279	3,015	2,898	3,312	2,969	3,049	3,561	5,539	-1.4	+10.0	-.3
Mountain	**5,719**	**5,353**	**5,908**	**5,818**	**6,289**	**6,305**	**6,032**	**6,195**	**6,585**	**5,914**	**6,172**	**6,284**	**7,383**	**-.3**	**+8.1**	**+1.8**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,628	3,943	3,963	3,838	3,933	4,264	3,680	3,904	4,098	4,841	-.5	+8.7	+1.4
Gen. mdse. group stores	492	499	635	600	677	672	630	585	710	620	668	842	1,249	+.7	+12.8	+3.1
Department stores	403	401	523	502	568	532	493	479	554	492	535	648	998	+6.8	+13.1	+6.4
Food stores	1,386	1,269	1,411	1,342	1,469	1,470	1,407	1,431	1,487	1,245	1,365	1,405	1,462	-.1	+9.5	+1.9
GAF, total[1]	1,208	1,164	1,439	1,343	1,468	1,408	1,339	1,291	1,501	1,370	1,465	1,693	2,617	+4.3	+9.3	+2.1
Pacific	**16,801**	**15,945**	**18,034**	**18,034**	**19,199**	**18,682**	**18,130**	**18,146**	**19,061**	**18,070**	**18,008**	**18,386**	**22,058**	**+2.8**	**+6.5**	**+3.6**
Durable goods, total	6,445	6,201	7,007	7,182	7,558	7,454	7,075	7,004	7,331	7,210	6,776	6,610	7,687	+1.4	+5.2	+3.1
Automotive dealers	3,819	3,727	4,217	4,242	4,483	4,660	4,292	4,223	4,373	4,339	3,862	3,707	3,910	-3.8	+5.7	-1.1
Furniture, home furn. strs.	972	872	962	962	1,013	928	923	960	990	953	1,010	1,044	1,329	+9.2	+5.3	+8.4
Nondurable goods, total	10,356	9,744	11,027	10,852	11,641	11,228	11,055	11,142	11,730	10,860	11,232	11,776	14,371	+3.7	+7.3	+3.9
Gen. mdse. group stores	1,554	1,570	1,918	1,880	2,081	1,978	1,954	1,841	2,107	1,912	2,038	2,485	3,736	+5.2	+10.7	+4.7
Depatment stores	1,362	1,381	1,686	1,644	1,817	1,748	1,735	1,632	1,856	1,684	1,780	2,183	3,297	+3.9	+10.5	+3.3
Food stores	3,679	3,354	3,737	3,679	3,988	3,662	3,601	3,685	3,776	3,464	3,607	3,684	4,010	+8.9	+8.4	+6.7
Gasoline service stations	1,071	1,021	1,067	1,062	1,119	1,264	1,239	1,258	1,282	1,195	1,188	1,129	1,173	-11.5	+5.4	-5.2
Apparel & accessory strs.	784	768	940	917	974	947	942	920	1,044	946	949	1,159	1,594	+2.9	+6.2	+6.4
Eating & drinking places	1,950	1,774	2,037	2,003	2,102	2,016	2,041	2,106	2,127	2,001	2,035	1,916	2,011	+4.3	+4.9	+4.4
Drug & proprietary stores	632	575	643	632	669	620	610	629	651	614	645	638	933	+7.9	+5.9	+8.2
GAF, total[1]	3,925	3,803	4,476	4,437	4,806	4,588	4,532	4,389	4,900	4,507	4,725	5,526	8,075	+4.8	+8.3	+4.9

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986					1985								Percent change: May 1986 from--		Percent change: 5 mos. 1986 from 5 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May[p]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1985	Apr. 1986	
California, total	13,260	12,539	14,131	14,082	15,036	14,576	14,124	14,132	14,784	13,980	14,015	14,445	17,359	+3.2	+6.8	+4.2
Durable goods, total	5,288	5,042	5,708	5,823	6,151	5,957	5,667	5,641	5,860	5,707	5,412	5,345	6,350	+3.3	+5.6	+4.9
Nondurable goods, total	7,972	7,497	8,423	8,259	8,885	8,619	8,457	8,491	8,924	8,273	8,603	9,100	11,009	+3.1	+7.6	+3.7
Department stores	1,070	1,092	1,316	1,288	1,430	1,374	1,372	1,276	1,435	1,314	1,392	1,742	2,626	+4.1	+11.0	+2.6
GAF, total[1]	2,973	2,917	3,422	3,369	3,664	3,526	3,491	3,342	3,699	3,426	3,576	4,239	6,244	+3.9	+8.8	+4.2
Florida, total	6,118	5,886	6,518	6,317	6,595	5,894	5,581	5,677	5,913	5,635	5,907	6,148	7,359	+11.9	+4.4	+8.2
Durable goods, total	2,825	2,696	2,810	2,848	3,003	2,576	2,387	2,502	2,569	2,607	2,643	2,652	3,036	+16.6	+5.4	+11.0
Nondurable goods, total	3,293	3,190	3,708	3,469	3,592	3,318	3,194	3,175	3,344	3,028	3,264	3,496	4,323	+8.3	+3.5	+6.1
Department stores	449	474	606	563	603	561	532	493	576	487	551	665	1,068	+7.5	+7.1	+5.3
GAF, total[1]	1,441	1,413	1,730	1,584	1,647	1,459	1,402	1,348	1,482	1,324	1,492	1,751	2,705	+12.9	+4.0	+11.3
Illinois, total	4,561	4,355	5,132	5,288	5,749	5,608	5,328	5,332	5,490	5,191	5,333	5,425	6,315	+2.5	+8.7	+2.5
Nondurable goods, total	2,965	2,776	3,289	3,238	3,500	3,533	3,374	3,272	3,472	3,269	3,558	3,720	4,363	-.9	+8.1	+2.2
Department stores	387	376	521	527	581	556	514	476	563	498	561	687	1,027	+4.5	+10.2	+3.3
GAF, total[1]	1,038	985	1,299	1,291	1,431	1,330	1,260	1,174	1,361	1,231	1,341	1,600	2,334	+7.6	+10.8	+6.1
Indiana, total	2,256	2,239	2,447	2,515	2,668	2,759	2,625	2,540	2,745	2,535	2,509	2,567	2,884	-3.3	+6.1	-1.0
Nondurable goods, total	1,538	1,441	1,661	1,624	1,759	1,807	1,681	1,657	1,791	1,610	1,700	1,777	2,066	-2.7	+8.3	-.1
Department stores	174	171	247	243	268	249	231	218	261	220	255	328	489	+7.6	+10.3	+6.0
GAF, total[1]	419	386	540	521	562	518	499	467	560	496	562	670	997	+8.5	+7.9	+7.2
Louisiana, total	1,616	1,527	1,700	1,674	1,845	1,905	1,800	1,771	1,837	1,708	1,667	1,860	2,134	-3.1	+10.2	-1.5
Nondurable goods, total	1,116	1,045	1,181	1,098	1,219	1,229	1,173	1,177	1,249	1,134	1,164	1,291	1,522	-.8	+11.0	+1.2
Department stores	133	136	189	166	195	186	171	170	188	157	175	219	328	+4.8	+17.5	+2.4
GAF, total[1]	354	344	464	429	483	468	428	415	466	412	436	549	806	+3.2	+12.6	+2.7
Maryland, total	2,077	1,979	2,414	2,419	2,715	2,425	2,326	2,299	2,427	2,292	2,317	2,367	2,812	+12.0	+12.2	+8.3
Nondurable goods, total	1,228	1,142	1,373	1,340	1,467	1,431	1,337	1,326	1,440	1,334	1,376	1,468	1,758	+2.5	+9.5	+1.6
Department stores	149	156	211	215	251	230	208	185	218	210	229	289	440	+9.1	+16.7	+4.4
GAF, total[1]	436	442	619	593	697	558	523	483	566	520	580	682	1,065	+24.9	+17.5	+14.9
Massachusetts, total	3,336	3,105	3,594	3,666	4,015	3,610	3,551	3,516	3,642	3,594	3,728	3,702	4,249	+11.2	+9.5	+10.4
Nondurable goods, total	2,082	1,901	2,140	2,118	2,338	2,177	2,077	2,112	2,246	2,037	2,272	2,395	2,734	+7.4	+10.4	+7.6
Department stores	193	198	264	268	314	290	265	236	290	261	296	368	552	+8.3	+17.2	+5.4
GAF, total[1]	590	598	773	759	857	769	724	632	805	728	822	988	1,450	+11.4	+12.9	+10.2
Michigan, total	3,912	3,788	4,384	4,514	5,026	4,580	4,405	4,404	4,597	4,337	4,417	4,556	5,317	+9.7	+11.3	+8.8
Durable goods, total	1,346	1,399	1,632	1,818	2,044	1,883	1,736	1,773	1,787	1,737	1,654	1,603	1,822	+8.6	+12.4	+9.3
Nondurable goods, total	2,566	2,389	2,752	2,696	2,982	2,697	2,669	2,631	2,810	2,600	2,763	2,953	3,495	+10.6	+10.6	+8.5
Department stores	403	381	504	513	570	521	498	466	527	485	538	652	889	+9.4	+11.1	+6.8
GAF, total[1]	971	896	1,163	1,164	1,300	1,147	1,134	1,133	1,269	1,109	1,246	1,477	2,045	+13.3	+11.7	+11.8
Minnesota, total	2,002	1,905	2,110	2,248	2,411	2,591	2,299	2,219	2,348	2,289	2,370	2,328	2,518	-6.9	+7.3	-.4
Nondurable goods, total	1,177	1,122	1,239	1,256	1,429	1,452	1,286	1,266	1,336	1,253	1,370	1,421	1,626	-1.6	+13.8	+.8
Department stores	161	157	211	210	234	223	207	190	235	208	237	266	391	+4.9	+11.4	+3.7
GAF, total[1]	385	354	451	460	493	440	417	399	484	439	484	556	795	+12.0	+7.2	+11.3
Missouri, total	2,287	2,204	2,590	2,578	2,750	2,761	2,571	2,545	2,738	2,584	2,594	2,649	2,933	-.4	+6.7	+2.8
Nondurable goods, total	1,488	1,360	1,575	1,534	1,662	1,595	1,499	1,504	1,603	1,513	1,650	1,728	2,020	+4.2	+8.3	+4.0
Department stores	203	199	268	274	305	280	260	248	293	252	273	348	512	+8.9	+11.3	+7.2
GAF, total[1]	454	431	569	551	608	580	536	507	592	530	563	687	1,021	+4.8	+10.3	+4.3
New Jersey, total	3,868	3,499	4,052	4,202	4,667	4,171	4,066	4,044	4,146	4,019	4,104	4,238	5,128	+11.9	+11.1	+9.6
Nondurable goods, total	2,393	2,118	2,486	2,411	2,702	2,618	2,574	2,530	2,613	2,450	2,586	2,729	3,347	+3.2	+12.1	+1.4
Department stores	227	258	334	340	415	366	336	281	359	334	373	476	737	+13.4	+22.1	+8.3
GAF, total[1]	900	884	1,083	1,064	1,242	1,099	1,028	950	1,099	1,022	1,143	1,387	2,034	+13.0	+16.7	+8.4
New York, total	7,611	7,066	8,008	8,138	8,772	8,380	7,788	7,758	8,190	7,860	8,183	8,425	9,931	+4.7	+7.8	+6.4
Durable goods, total	2,629	2,491	2,854	3,148	3,216	3,144	2,829	2,849	2,909	2,903	2,842	2,861	3,165	+2.3	+2.2	+11.7
Nondurable goods, total	4,982	4,575	5,154	4,990	5,556	5,236	4,959	4,909	5,281	4,957	5,341	5,564	6,766	+6.1	+11.3	+3.6
Department stores	482	503	658	659	803	751	678	578	709	664	763	926	1,374	+6.9	+21.9	+3.6
GAF, total[1]	1,805	1,735	2,102	2,110	2,465	2,209	2,023	1,827	2,173	2,068	2,298	2,676	3,951	+11.6	+16.8	+10.3
North Carolina, total	2,635	2,409	2,724	2,858	3,193	3,059	2,976	3,001	3,140	2,830	2,843	2,895	3,483	+4.4	+11.7	+4.6
Nondurable goods, total	1,544	1,456	1,669	1,611	1,818	1,643	1,606	1,586	1,730	1,566	1,696	1,830	2,262	+10.7	+12.8	+8.2
Department stores	134	131	190	195	214	195	183	171	202	178	188	239	385	+9.7	+9.7	+5.8
GAF, total[1]	497	477	627	623	720	654	621	590	675	591	629	777	1,211	+10.1	+15.6	+3.7
Ohio, total	4,506	4,284	5,029	5,243	5,637	5,409	5,157	5,239	5,367	5,160	5,128	5,164	5,879	+4.2	+7.5	+4.7
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,917	3,131	3,187	3,043	3,076	3,221	2,966	3,136	3,283	3,843	-1.8	+7.3	-1.1
Department stores	366	367	530	541	578	545	504	477	573	504	566	713	1,063	+6.1	+6.8	+3.7
GAF, total[1]	861	820	1,105	1,105	1,192	1,130	1,065	1,026	1,186	1,061	1,171	1,422	2,144	+5.5	+7.9	+5.0
Pennsylvania, total	4,822	4,674	5,444	5,410	5,919	5,665	5,399	5,351	5,588	5,295	5,380	5,729	6,619	+4.5	+9.4	+7.1
Durable goods, total	1,602	1,641	1,950	2,081	2,261	2,187	2,017	2,020	2,008	1,978	1,853	1,888	2,004	+3.4	+8.6	+9.7
Nondurable goods, total	3,220	3,033	3,494	3,329	3,658	3,478	3,382	3,331	3,580	3,317	3,527	3,841	4,615	+5.2	+9.9	+5.6
Department stores	371	380	537	537	614	578	521	469	573	521	596	785	1,105	+6.2	+14.3	+3.3
GAF, total[1]	976	991	1,273	1,234	1,388	1,300	1,207	1,122	1,331	1,209	1,360	1,681	2,388	+6.8	+12.5	+3.2
Tennessee, total	2,030	1,894	2,330	2,388	2,646	2,262	2,194	2,274	2,362	2,253	2,317	2,297	2,800	+17.0	+10.8	+12.0
Nondurable goods, total	1,273	1,159	1,402	1,406	1,497	1,425	1,377	1,400	1,469	1,358	1,447	1,524	1,861	+5.1	+6.5	+4.9
Department stores	153	153	222	217	237	215	203	195	225	195	217	284	420	+10.2	+9.2	+8.4
GAF, total[1]	430	411	573	554	610	534	501	491	580	513	575	709	1,075	+14.2	+10.1	+14.5
Texas, total	7,400	7,038	8,135	8,109	8,720	8,792	8,356	8,351	8,777	8,097	7,919	8,081	9,882	-.8	+7.5	-1.3
Durable goods, total	2,644	2,468	2,836	2,973	3,191	3,457	3,231	3,191	3,337	3,145	2,877	2,698	3,236	-7.7	+7.3	-8.5
Nondurable goods, total	4,756	4,570	5,299	5,136	5,529	5,335	5,125	5,160	5,440	4,952	5,042	5,383	6,646	+3.6	+7.7	+3.2
Department stores	611	629	825	775	874	843	773	755	862	744	806	950	1,498	+3.7	+12.8	+4.1
GAF, total[1]	1,768	1,712	2,099	1,980	2,171	2,227	2,035	1,948	2,234	2,033	2,053	2,356	3,723	-2.5	+9.6	-1.4
Virginia, total	2,550	2,354	2,882	2,927	3,107	2,912	2,800	2,826	2,968	2,756	2,804	2,810	3,310	+6.7	+6.1	+3.6
Nondurable goods, total	1,625	1,545	1,867	1,813	1,967	1,848	1,773	1,771	1,851	1,645	1,769	1,839	2,280	+6.4	+8.5	+1.8
Department stores	157	161	227	224	255	229	211	197	235	214	233	304	460	+11.4	+13.8	+7.2
GAF, total[1]	478	464	615	618	690	613	554	547	629	580	636	788	1,119	+12.6	+11.7	+7.3
Wisconsin, total	1,734	1,634	1,931	2,012	2,188	2,241	2,217	2,096	2,201	2,147	2,158	2,219	2,493	-2.4	+8.7	+1.6
Durable goods, total	570	497	655	742	805	829	855	765	744	790	707	653	813	-2.9	+8.5	-2.7
Nondurable goods, total	1,164	1,137	1,276	1,270	1,383	1,412	1,362	1,331	1,457	1,357	1,451	1,566	1,680	-2.1	+8.9	+3.9
Department stores	150	148	206	209	225	219	194	179	221	193	226	292	410	+2.7	+7.7	+4.0
GAF, total[1]	380	348	450	464	495	504	463	441	524	462	514	620	885	-1.8	+6.7	+1.7

[p] Preliminary estimates. S Date do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986					1985								Percent change		
														May 1986 from--		5 mos. 1986 from 5 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May^p	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1985	Apr. 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	3,392	3,295	3,777	3,853	4,160	3,953	3,691	3,832	4,005	3,788	3,932	4,003	4,608	+5.2	+8.0	+6.3
Nondurable goods, total	2,176	2,073	2,395	2,331	2,497	2,435	2,315	2,315	2,502	2,345	2,586	2,718	3,177	+2.5	+7.1	+5.7
Department stores	267	262	362	361	399	393	363	333	399	357	404	479	732	+1.5	+10.5	+.2
GAF, total[2]	756	721	944	925	1,012	941	895	840	996	925	1.003	1,183	1,730	+7.5	+9.4	+7.0
New York, N.Y.-Northeastern N.J.- Southwestern Ct., total	7,756	7,272	8,285	8,295	8,943	8,414	7,966	7,723	7,975	7,886	8,196	8,517	10,244	+6.3	+7.8	+7.6
Nondurable goods, total	5,107	4,697	5,321	5,086	5,573	5,317	5,107	4,867	5,136	4,932	5,325	5,617	6,908	+4.8	+9.6	+3.9
Department stores	472	524	661	656	815	747	673	547	688	660	759	918	1,409	+9.1	+24.2	+5.0
GAF, total[2]	1,919	1,910	2,297	2,311	2,640	2,396	2,224	2,001	2,268	2,195	2,445	2,859	4,177	+10.2	+14.2	+7.5
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., Total	1,352	1,325	1,461	1,435	1,536	1,516	1,540	1,508	1,560	1,459	1,413	1,507	1,816	+1.3	+7.0	+2.5
Nondurable goods, total	771	742	831	815	878	852	836	833	871	804	846	911	1,119	+3.1	+7.7	+5.1
GAF, Total[2]	319	318	370	357	384	390	400	377	407	382	376	462	692	-1.5	+7.6	+1.1
Atlanta, Ga., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	247	266	354	341	385	344	329	300	360	331	354	438	650	+11.9	+12.9	+5.2
Baltimore, Md., total	958	913	1,081	1,099	1,259	1,152	1,084	1,090	1,150	1,043	1,094	1,155	1,315	+9.3	+14.6	+5.9
Nondurable goods, total	652	609	686	687	757	738	673	679	744	679	739	791	913	+2.6	+10.2	+2.2
GAF, total[2]	200	197	258	257	291	265	244	223	264	244	269	323	502	+9.8	+13.2	+5.4
Boston, Mass[3]., total	2,188	2,004	2,282	2,392	2,608	2,372	2,331	2,302	2,356	2,291	2,435	2,416	2,767	+9.9	+9.0	+8.2
Nondurable goods, total	1,351	1,217	1,351	1,370	1,505	1,414	1,337	1,330	1,415	1,292	1,479	1,536	1,748	+6.4	+9.9	+6.3
GAF, total[2]	399	386	502	510	565	520	488	429	556	511	571	674	980	+8.7	+10.8	+4.4
Chicago, Ill., total	3,123	3,052	3,500	3,557	3,861	3,623	3,390	3,525	3,695	3,504	3,629	3,715	4,295	+6.6	+8.5	+7.0
Nondurable goods, total	1,968	1,884	2,188	2,120	2,275	2,203	2,103	2,100	2,271	2,140	2,364	2,491	2,926	+3.3	+7.3	+5.8
GAF, total[2]	719	690	898	879	966	890	845	795	939	877	947	1,121	1,636	+8.5	+9.9	+7.3
Cleveland, Ohio, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	495	453	521	534	580	567	530	541	561	527	560	581	710	+2.3	+8.6	+1.2
GAF, total[2]	171	164	215	225	238	226	211	206	241	221	239	290	438	+5.3	+5.8	+3.7
Dallas-Fort Worth, Tex., total	1,824	1,756	2,042	2,081	2,289	2,370	2,147	2,202	2,331	2,115	2,138	2,187	2,506	-3.4	+10.0	-3.6
Nondurable goods, total	1,148	1,087	1,281	1,279	1,369	1,381	1,277	1,295	1,433	1,316	1,316	1,443	1,649	-.9	+7.0	-.9
GAF, total[2]	450	453	578	553	630	589	537	513	614	618	592	665	988	+7.0	+13.9	+1.9
Detroit, Mich., total	1,943	1,932	2,202	2,256	2,470	2,288	2,175	2,138	2,160	2,048	2,118	2,224	2,682	+8.0	+9.5	+9.0
Nondurable goods, total	1,248	1,248	1,430	1,358	1,476	1,346	1,306	1,258	1,352	1,257	1,328	1,438	1,736	+9.7	+8.7	+9.9
GAF, total[2]	495	462	601	594	652	584	590	552	625	552	623	761	1,084	+11.6	+9.8	+12.0
Houston, Tex., total	1,495	1,416	1,607	1,539	1,645	1,720	1,624	1,629	1,725	1,601	1,562	1,651	2,051	-4.4	+6.9	-1.4
Nondurable goods, total	958	919	1,052	997	1,077	1,062	986	1,002	1,074	959	1,004	1,076	1,374	+1.4	+8.0	+2.9
GAF, total[2]	368	369	451	420	464	477	435	426	488	425	447	526	835	-2.7	+10.5	-2.4
Kansas city, Mo.-Kans., total	630	604	711	711	756	838	770	727	825	773	718	757	857	-9.8	+6.3	-7.1
Nondurable goods, total	340	321	372	348	369	427	386	363	412	387	385	429	528	-13.6	+6.0	-11.6
GAF, total[2]	166	156	199	195	219	208	194	190	225	195	217	255	395	+5.3	+12.3	+5.2
Los Angeles-Long Beach, Calif., total	3,810	3,634	4,045	4,120	4,350	4,224	4,083	4,094	4,196	4,020	4,018	4,201	5,066	+3.0	+5.6	+3.8
Nondurable goods, total	2,444	2,293	2,580	2,525	2,710	2,611	2,614	2,632	2,674	2,534	2,621	2,764	3,340	+3.8	+7.3	+3.2
GAF, total[2]	985	972	1,120	1,117	1,210	1,198	1,189	1,119	1,197	1,137	1,178	1,402	2,023	+1.0	+8.3	+2.6
Miami, Fla., total	1,113	1,047	1,123	1,091	1,170	1,039	982	972	1,109	1,050	1,146	1,177	1,374	+12.6	+7.2	+10.6
Nondurable goods, total	550	537	610	570	616	550	530	540	593	574	612	609	730	+12.0	+8.1	+9.7
GAF, total[2]	270	267	317	307	336	301	292	284	336	282	315	347	516	+11.6	+9.4	+9.8
Milwaukee, Wis., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	144	132	180	179	188	178	161	155	178	163	191	230	322	+5.6	+5.0	+4.7
Minneapolis-St. Paul, Minn.-Wis., Total	1,294	1,225	1,346	1,501	1,552	1,685	1,467	1,370	1,504	1,456	1,487	1,502	1,618	-7.9	+3.4	+.6
Nondurable goods,total	745	721	817	812	881	975	877	805	867	832	900	940	1,068	-9.6	+8.5	-2.5
GAF, total[2]	259	247	314	313	339	312	298	280	338	305	336	378	542	+8.7	+8.3	+7.8
Nassau-Suffolk, N.Y., total	1,684	1,535	1,628	1,625	1,756	1,769	1,595	1,589	1,627	1,506	1,621	1,774	2,148	-.7	+8.1	+4.9
Nondurable goods, total	1,029	916	964	903	1,004	958	886	858	945	843	936	1,043	1,328	+4.8	+11.2	+3.1
GAF, total[2]	362	357	413	417	482	439	415	372	418	380	427	532	852	+9.8	+15.6	+5.5
New York, N.Y.-N.J., total	3,673	3,467	4,105	4,028	4,272	4,041	3,851	3,632	3,797	3,792	3,971	3,993	4,872	+5.7	+6.1	+5.8
Nondurable goods, total	2,548	2,386	2,747	2,634	2,852	2,725	2,622	2,470	2,596	2,559	2,754	2,827	3,446	+4.7	+8.3	+4.4
GAF, total[2]	1,005	994	1,206	1,207	1,365	1,258	1,152	1,019	1,170	1,176	1,310	1,443	2,068	+8.5	+13.1	+8.2

See footnotes at end of table.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986					1985								Percent change		
														May 1986 from--		5 mos. 1986 from 5 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May[p]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	May 1985	Apr. 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	860	789	918	996	1,113	890	887	886	901	896	920	949	1,155	+25.1	+11.7	+11.7
Nondurable goods, total	617	562	668	625	710	627	633	608	625	615	653	675	839	+13.2	+13.6	+5.1
GAF, total[2]	199	201	245	239	280	250	231	213	236	230	260	296	416	+12.0	+17.2	+6.0
Philadelphia, Pa.-N.J., total	2,232	2,101	2,372	2,342	2,620	2,292	2,235	2,209	2,345	2,273	2,365	2,559	3,183	+14.3	+11.9	+16.2
Nondurable goods, total	1,388	1,295	1,505	1,405	1,540	1,449	1,430	1,365	1,467	1,405	1,499	1,656	2,046	+6.3	+9.6	+8.0
GAF, total[2]	505	509	636	610	693	623	591	522	615	586	657	790	1,253	+11.2	+13.6	+8.3
Pittsburgh, Pa., total	848	834	946	969	1,061	1,132	1,027	983	1,016	938	938	999	1,186	-6.3	+9.5	+.9
Nondurable goods, total	562	545	612	610	687	650	607	612	660	581	622	691	834	+5.7	+12.6	+4.6
GAF, total[2]	200	208	265	260	284	276	248	234	286	250	277	363	504	+2.9	+9.2	+3.0
St. Louis, Mo.-Ill., total	1,119	1,083	1,324	1,293	1,378	1,343	1,218	1,174	1,285	1,237	1,282	1,310	1,509	+2.6	+6.6	+4.8
Nondurable goods, total	769	713	857	823	897	823	787	759	804	778	876	922	1,104	+9.0	+9.0	+11.7
GAF, total[2]	241	235	319	307	341	339	308	281	317	291	307	376	562	+.6	+11.1	-1.7
San Diego, Calif., total	1,014	988	1,016	1,051	1,124	1,086	1,026	1,040	1,126	1,081	1,057	1,113	1,364	+3.5	+6.9	+7.1
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[2]	264	259	298	292	317	292	288	290	318	292	308	356	530	+8.6	+8.6	+6.5
San Francisco-Oakland, Calif., total	2,001	1,863	2,057	2,077	2,223	2,230	2,131	2,218	2,355	2,194	2,244	2,345	2,754	-.3	+7.0	+.3
Nondurable goods, total	1,311	1,234	1,328	1,324	1,421	1,443	1,392	1,394	1,510	1,365	1,449	1,554	1,841	-1.5	+7.3	+1.4
GAF, total[2]	450	442	523	513	564	531	526	505	577	524	562	667	984	+6.2	+9.9	+3.9
Washington, D.C.-Md.-Va., total	1,901	1,804	2,171	2,213	2,444	2,195	2,073	2,065	2,194	2,056	2,049	2,009	2,437	+11.3	+10.4	+6.4
Nondurable goods, total	990	947	1,169	1,156	1,272	1,190	1,110	1,096	1,142	1,010	1,087	1,128	1,411	+6.9	+10.0	+3.0
GAF, total[2]	401	404	571	562	655	491	456	434	501	479	529	597	920	+33.4	+16.5	+18.0
CITIES																
Chicago, Ill., total	919	906	1,030	1,043	1,143	1,045	1,012	1,100	1,134	1,052	1,116	1,106	1,213	+9.4	+9.6	+6.8
Nondurable goods, total	687	673	778	770	801	806	786	780	841	808	885	915	995	-.6	+4.0	+2.6
Department stores	68	67	93	91	99	98	92	83	101	92	105	124	179	+1.0	+8.8	-1.2
GAF, total[2]	201	198	256	242	263	254	241	221	264	242	256	303	418	+3.5	+8.7	+7.0
Los Angeles, Calif., total	1,210	1,149	1,288	1,326	1,384	1,390	1,316	1,362	1,420	1,345	1,377	1,417	1,645	-.4	+4.4	+2.6
Nondurable goods, total	771	749	849	831	883	897	880	897	923	864	908	966	1,121	-1.6	+6.3	+.8
Department stores	107	107	125	124	131	139	140	125	136	131	137	169	243	-5.8	+5.6	-4.2
GAF, total[2]	347	331	382	383	402	446	430	398	432	412	427	498	673	-9.9	+5.0	-2.4
New York, N.Y., total	2,678	2,442	2,856	2,800	2,960	2,593	2,472	2,338	2,464	2,490	2,703	2,719	3,364	+14.2	+5.7	+13.4
Nondurable goods, total	1,886	1,776	2,036	1,957	2,099	1,869	1,803	1,718	1,829	1,831	1,987	2,029	2,459	+12.3	+7.3	+11.7
Department stores	154	166	205	197	245	232	200	159	198	206	244	271	405	+5.6	+24.4	+2.5
GAF, total[2]	727	717	871	878	985	882	809	712	810	837	928	1,006	1,422	+11.7	+12.2	+9.7
Philadelphia, Pa., total	547	519	609	594	627	535	523	520	524	509	580	616	743	+17.2	+5.6	+18.8
Nondurable goods, total	477	438	512	489	525	440	426	428	437	428	486	511	601	+19.3	+7.4	+20.6
Department stores	31	29	41	39	46	45	40	36	39	40	47	56	84	+2.2	+17.9	+1.6
GAF, total[2]	122	120	154	143	160	168	153	141	146	146	164	179	270	-4.8	+11.9	-6.0

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.
[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. **Department Stores Sales in Selected Areas**

NOTICE:

The series of monthly department store sales in selected areas, normally shown in this space, has been discontinued due to lack of funds. The National Retail Merchants Association is attempting to reorganize a consortium interested in providing funds to restore the series. Interested parties should contact the National Retail Merchants Association in Washington, DC on (202) 223-8250.

Figure 5. Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – May 1986

(Seasonally Adjusted)

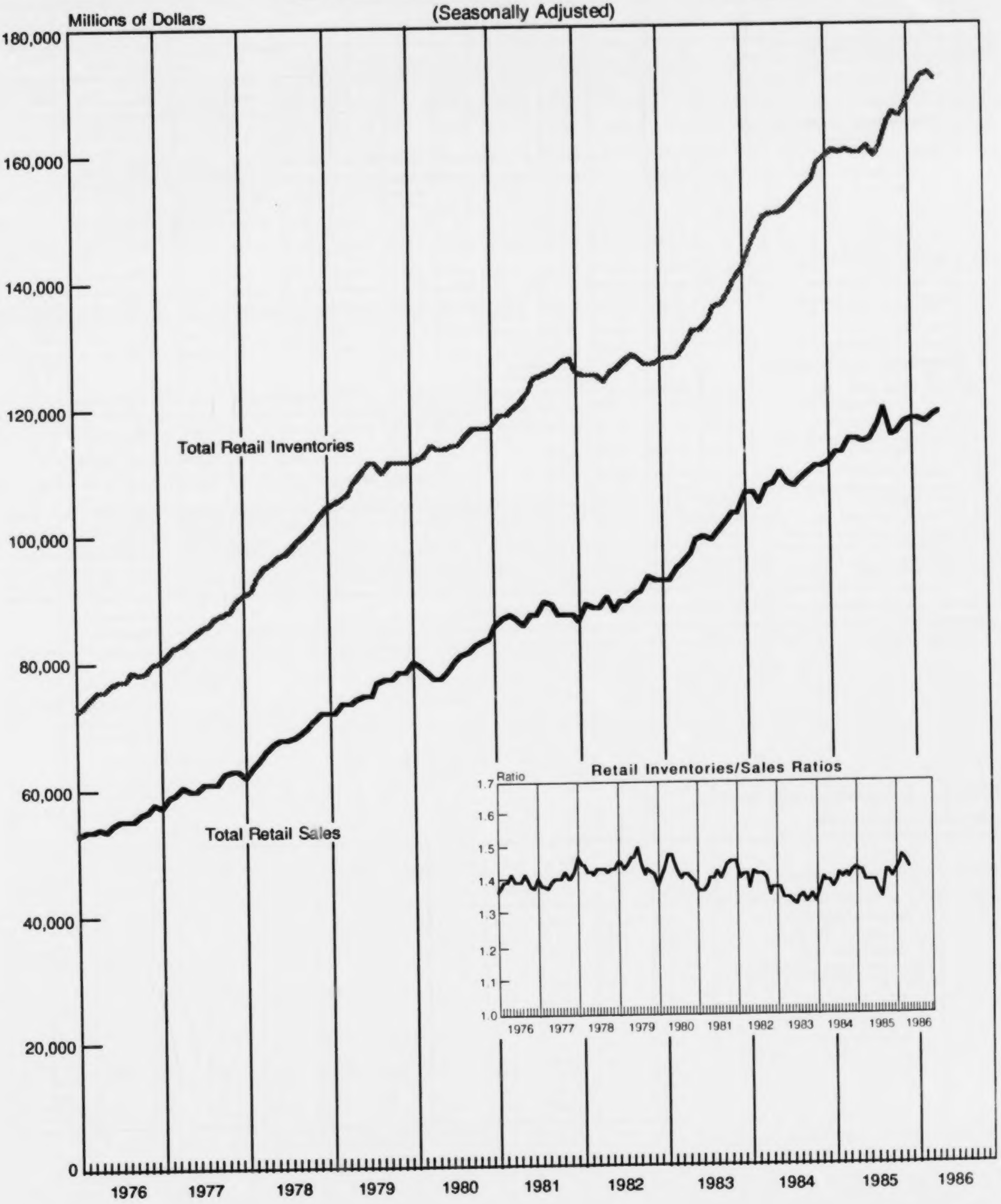

Table 11. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986 Jan.	1986 Feb.	1986 Mar.	1986 Apr.	1986 May[p]	1985 May	1985 June	1985 July	1985 Aug.	1985 Sept.	1985 Oct.	1985 Nov.	1985 Dec.	Percent change May 1986 from-- May 1985	Percent change May 1986 from-- Apr. 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,427	171,331	159,751	158,461	157,952	156,747	161,329	171,829	175,337	160,372	+7.2	-1.8
	Total (ex. auto. group)	117,752	120,857	124,209	126,328	124,956	119,899	118,565	120,296	122,529	126,785	133,503	134,044	117,968	+4.2	-1.1
	Durable goods, total	84,120	87,254	90,722	91,285	89,209	80,427	80,059	77,999	75,224	76,126	81,529	84,310	81,979	+10.9	-2.3
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	14,897	14,513	13,514	13,272	13,371	13,517	13,559	13,749	13,564	13,176	+7.4	-2.6
55 ex. 554	Automotive dealers	44,113	46,462	48,581	48,099	46,375	39,852	39,896	37,656	34,218	34,544	38,326	41,293	42,404	+16.4	-3.6
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,192	13,180	12,452	12,497	12,342	12,502	12,734	13,423	13,704	12,749	+5.8	-.1
	Nondurable goods, total	77,745	80,065	82,068	83,142	82,122	79,324	78,402	79,953	81,523	85,203	90,300	91,027	78,393	+3.5	-1.2
53	General merchandise group strs	27,739	29,244	30,616	31,608	31,049	30,054	29,335	29,922	30,916	32,942	35,581	36,035	28,002	+3.3	-1.8
531	Department stores	21,730	22,954	24,268	25,225	24,847	23,777	22,986	23,226	23,981	25,676	27,795	28,477	22,086	+4.5	-1.5
54	Food stores	16,190	16,201	16,290	16,135	16,265	15,394	15,445	15,403	15,346	15,662	16,385	16,696	16,278	+5.7	+.8
56	Apparel and accessory stores	14,063	14,964	15,455	15,701	15,223	14,187	13,954	14,678	15,297	15,937	16,966	17,259	14,418	+7.3	-3.0
	Adjusted for seasonal variations				See	note 1										
	Retail trade, total	167,987	169,379	171,551	172,158	170,819	159,428	159,528	160,333	159,078	160,302	164,262	165,557	165,324	+7.1	-.8
	Total (ex. auto. group)	124,569	125,129	125,590	126,696	126,185	121,109	120,605	121,751	122,046	123,078	124,463	124,098	123,131	+4.2	-.4
	Durable goods, total	84,755	85,863	88,132	83,263	87,227	78,677	79,143	79,205	78,042	78,425	81,668	83,056	82,875	+10.9	-1.2
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,324	14,022	13,057	13,025	13,331	13,531	13,710	13,930	13,912	13,696	+7.4	-2.1
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,462	44,634	38,319	38,923	38,582	37,032	37,224	39,799	41,459	42,193	+16.5	-1.8
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,258	13,246	12,515	12,447	12,454	12,477	12,633	12,957	13,076	12,943	+5.8	-.1
	Nondurable goods, total	83,232	83,516	83,419	83,895	83,592	80,751	80,385	81,128	81,036	81,877	82,594	82,501	82,449	+3.5	-.4
53	General merchandise group strs	31,568	31,603	31,498	31,767	31,493	30,491	30,253	30,384	30,340	30,752	31,066	31,079	31,059	+3.3	-.9
531	Department stores	24,778	24,788	24,865	25,200	25,073	23,993	23,721	23,748	23,697	24,086	24,360	24,402	24,404	+4.5	-.5
54	Food stores	16,288	16,365	16,323	16,216	16,363	15,487	15,491	15,685	15,723	15,836	15,970	15,947	16,069	+5.7	+.9
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	15,710	14,641	14,551	14,826	14,909	14,992	15,285	15,647	15,387	+7.3	-.6

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 12. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986 Jan.	1986 Feb.	1986 Mar.	1986 Apr.[1]	1986 May.[1,p]	1985 May[1]	1985 June[1]	1985 July	1985 Aug.	1985 Sept.	1985 Oct.	1985 Nov.	1985 Dec.
	Retail trade, total	1.43	1.45	1.47	1.46	1.44	1.40	1.41	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.38	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.95	2.04	1.97	1.92	1.85	1.87	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	1.94	2.00	2.16	2.18	2.17	2.18	2.20	2.17	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.72	1.66	1.47	1.50	1.48	1.38	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.17	2.14	2.22	2.23	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.14	1.14	1.14	1.15	1.14	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.29	2.30	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.12	2.14	2.14	2.15	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.67	.67	.67	.67	.68	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.60	2.61	2.52	2.55	2.55	2.54	2.54	2.58	2.54	2.55	2.59	2.62	2.58

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months' report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	158,953	159,478	159,064	159,500	159,428	159,528	160,333	159,078	160,302	164,262	165,557	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,109	120,605	121,751	122,046	123,078	124,463	124,098	123,131
	Durable goods, total	78,149	78,275	78,455	78,699	78,677	79,143	79,205	78,042	78,425	81,668	83,056	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,057	13,025	13,331	13,531	13,710	13,930	13,912	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,582	37,032	37,224	39,799	41,459	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,515	12,447	12,454	12,477	12,633	12,957	13,076	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,751	80,385	81,128	81,036	81,877	82,594	82,501	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,491	30,253	30,384	30,340	30,752	31,066	31,079	31,059
531	Department stores	24,583	24,628	24,291	24,182	23,993	23,721	23,748	23,697	24,086	24,360	24,402	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,487	15,491	15,685	15,723	15,836	15,970	15,947	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,641	14,551	14,826	14,909	14,992	15,285	15,647	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. Inventories/Sales Ratios, by Kind of Business: 1985

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.41	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.87	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.16	2.18	2.17	2.18	2.20	2.17	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.50	1.48	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.22	2.23	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.16	2.15	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.54	2.58	2.54	2.55	2.59	2.62	2.58

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's), standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.

b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-1.0	0.9	0.7-1.0	0.8	0.2-0.4	0.3	0.6
	Total (excluding automotive group)	0.8-1.1	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.6
	Durable goods, total	1.5-2.2	1.8	1.5-1.8	1.6	0.5-1.1	0.7	1.5
52	Building materials, hardware, garden supply, and mobile home dealers	4.2-6.7	5.0	4.1-6.7	4.7	1.0-2.5	1.7	2.9
521,3,5	Building materials and hardware stores	4.9-7.4	5.6	4.8-7.7	5.5	0.9-2.9	1.4	2.7
521,3	Building materials and supply stores	5.9-9.4	6.8	5.9-9.6	6.6	0.8-3.7	1.2	3.0
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	2.3-4.4	3.2	8.0
525	Hardware stores	4.9-9.6	5.5	4.7-9.5	4.9	1.7-7.9	3.8	4.2
55 ex. 544	Automotive dealers	1.9-2.9	2.2	1.8-2.1	2.0	0.8-0.7	1.0	2.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	2.1-2.9	2.3	1.8-2.2	2.1	0.9-1.8	1.1	2.4
551,2	Motor vehicle dealers	2.0-2.8	2.2	1.8-2.1	1.9	0.8-1.7	1.0	2.4
551	Motor vehicle dealers (franchised)	2.0-2.9	2.4	1.7-2.1	2.0	0.8-1.8	1.1	2.4
553	Auto and home supply stores	4.4-6.4	5.6	4.5-6.0	5.4	1.0-2.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.4-3.2	2.7	2.3-2.8	2.6	1.0-1.7	1.1	2.9
571	Furniture and home furnishings stores	2.7-3.7	2.9	2.5-2.9	2.7	1.2-2.2	1.5	2.7
5712	Furniture stores	3.6-4.6	3.9	3.6-4.3	3.7	0.9-2.1	1.5	3.0
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	2.0-5.0	2.9	5.9
5722,32	Household appliance, radio, and television stores	5.4-6.7	6.0	4.7-5.9	5.5	1.2-2.6	2.2	5.8
5722	Household appliance stores	6.1-8.7	8.0	5.9-7.7	7.4	1.6-4.5	2.4	6.4
5732	Radio and television sstores*	(S)	(S)	(S)	(S)	1.7-3.2	2.6	9.0
5733	Music stores*	(S)	(S)	(S)	(S)	1.7-3.7	2.3	6.3
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.9-3.8	3.1	6.1
5942	Book stores*	(S)	(S)	(S)	(S)	3.3-6.9	4.8	6.7
5944	Jewelery stores	3.8-5.3	4.8	3.6-4.9	4.0	1.7-6.0	2.1	5.0
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.4-6.8	3.2	10.9
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.3-3.3	2.6	8.4
	Nondurable goods, total	0.6-0.8	0.8	0.7-0.8	0.7	0.1-0.3	0.2	0.6
53	General merchandise group stores	0.4-0.7	0.6	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531,9	Department stores and misc. gen. merchandise stores	0.5-0.7	0.5	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.6-5.5	4.5	3.4-5.2	4.3	1.5-3.5	2.1	3.5
533	Variety stores	2.7-3.9	3.4	2.8-3.6	3.3	0.4-1.4	0.9	1.4
54	Food stores	1.5-1.6	1.5	1.4-1.6	1.5	0.2-0.3	0.3	1.1
541	Grocery stores	1.5-1.6	1.6	1.4-1.6	1.6	0.2-0.3	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.0-11.2	2.1	5.6
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	2.2-9.3	2.4	10.4
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	2.6.11.3	6.0	7.4
546	Retail bakeries	7.8-9.7	8.2	7.7-9.4	8.3	1.1-3.4	2.5	5.0
554	Gasoline service stations	1.9-2.4	2.2	1.8-2.3	2.1	0.4-0.7	0.5	1.7
56	Apparel and accessory stores	1.9-2.6	2.2	1.8-2.6	2.1	0.6-1.1	0.9	1.8
561	Men's, boys' clothing and furnishings stores	3.5-6.9	4.3	3.1-5.6	3.8	1.5-6.7	2.1	4.3
562,3,8	Women's clothing, specialty stores, furriers	2.3-3.5	3.0	2.2-3.5	2.6	0.9-1.9	1.1	3.3
562	Women's ready-to-wear stores	2.1-3.6	3.1	2.2-3.7	2.7	0.7-2.2	1.1	3.3
565	Family clothing stores	2.8-4.4	3.9	3.0-4.1	3.7	0.6-2.0	1.1	2.0
566	Shoe stores	3.2-3.9	3.4	3.1-4.0	3.2	0.9-1.7	1.3	2.7
58	Eating and drinking places	1.8-2.6	2.0	1.7-2.1	1.8	0.6-1.2	0.9	2.0
5812	Eating places	2.0-3.0	2.2	2.0-2.4	2.1	0.7-1.3	0.9	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	2.7-4.7	3.4	2.6-3.9	2.9	0.9-2.5	1.4	2.6
5812 (pt.)	Refreshment places	3.4-4.5	3.8	3.2-4.0	3.7	0.8-1.3	1.0	3.1
5813	Drinking places (alcoholic beverages)	4.4-5.5	5.0	4.5-5.0	4.8	0.9-3.5	1.4	4.6
591	Drug stores and proprietary stores	1.6-2.2	1.8	1.7-1.8	1.7	0.3-1.0	0.4	1.1
592	Liquor stores	4.1-4.8	4.4	3.9-4.5	4.4	0.5-2.1	0.8	4.0
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.5-7.6	4.8	6.5
596	Nonstore retailers[3]	6.6-9.9	8.5	6.5-9.3	7.9	1.9-8.1	3.6	5.1
5961(pt.)	Mail-order (department store merchandise)	0.2-2.6	1.0	0.2-2.1	0.4	0.0-2.1	0.2	1.0
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.7-3.4	2.1	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	2.2-4.3	2.9	6.0
53,56,57,594	GAF, total[4]	0.7-1.1	1.0	0.7-1.0	0.9	0.3-0.6	0.4	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months August 1985-January 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	1.8	1.6	2.1	2.0	0.6	0.7	0.5	0.7	1.5	1.2	1.1	1.3
	Durable goods, total	3.1	3.2	3.7	3.5	1.3	1.4	1.2	1.6	2.9	2.8	2.0	3.7
52	Building materials, hardware, garden supply, and mobile home dealers	8.9	5.3	11.8	10.7	2.6	2.4	2.9	2.1	6.2	4.5	5.0	7.2
55 ex.554	Automotive dealers	3.9	4.6	4.3	6.1	2.2	1.8	1.5	2.1	4.0	4.0	2.9	4.5
57	Furniture, home furnishings, and equipment stores	6.2	6.5	4.4	5.5	1.9	2.3	2.2	1.8	5.7	6.1	3.9	7.7
	Nondurable goods, total	2.2	1.5	1.6	2.2	0.5	0.6	0.4	0.5	1.7	1.2	1.0	1.3
53	General merchandise group stores	1.7	1.2	2.1	2.1	0.5	0.4	0.5	0.8	2.8	1.2	1.0	1.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.9	3.6	4.2	0.7	0.6	0.6	0.6	3.4	2.1	2.0	1.7
541	Grocery stores	5.1	4.2	3.6	4.3	0.8	0.5	0.6	0.5	3.7	2.1	2.1	1.8
554	Gasoline service stations	5.8	4.5	3.2	5.1	1.0	1.0	1.0	1.1	4.1	3.3	3.0	3.7
56	Apparel and accessory stores	3.9	3.8	4.5	6.0	1.5	1.6	1.2	1.6	4.0	2.9	3.2	5.1
58	Eating and drinking places	5.3	5.7	4.8	5.2	1.8	1.9	1.6	1.7	4.1	4.5	3.4	3.5
591	Drug stores and proprietary stores	10.2	8.7	7.3	6.8	1.1	1.1	1.0	1.0	5.1	3.5	3.5	5.1
53,56, 57,594	GAF[3]	2.2	1.6	1.9	2.5	0.8	0.6	0.7	0.7	2.2	1.7	1.3	1.5

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Sic code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.4	1.8	1.8	3.2	2.4	4.4	3.8	5.7	2.2
	Durable goods, total	(S)	4.7	3.7	6.0	4.8	6.6	6.3	7.9	4.5
55 ex. 554	Automotive dealers	(S)	6.1	5.0	8.0	5.7	(S)	7.2	12.1	8.6
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.4	(S)	6.3	(S)	(S)	12.4	5.7
	Nondurable goods, total	4.4	2.6	2.1	3.6	2.0	4.7	3.1	5.9	2.2
53	General merchandise group stores	4.8	1.3	1.6	2.1	2.5	4.1	2.7	6.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.3	6.4	4.0	9.0	4.2	(S)	6.6	8.6	4.1
554	Gasoline service stations	(S)	7.4	4.9	10.8	4.9	(S)	(S)	(S)	6.2
56	Apparel and accessory stores	(S)	4.9	4.6	8.7	5.4	(S)	7.8	(S)	6.1
58	Eating and drinking places	(S)	7.0	6.0	(S)	(S)	(S)	(S)	(S)	6.3
591	Drug stores and proprietary stores	(S)	9.1	(S)	(S)	(S)	(S)	(S)	(S)	7.6
53,56,57,594	GAF[1]	4.8	2.2	1.8	3.4	2.3	4.6	3.5	7.7	2.3
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.6	1.0	1.1	0.7	1.1	0.9	1.4	0.9
	Durable goods, total	**	1.6	1.8	2.4	1.5	2.3	2.4	**	1.8
55 ex. 554	Automotive dealers	**	2.8	2.6	3.8	2.2	**	2.8	**	2.6
57	Furniture, home furnishings, and equipment stores	**	**	2.2	**	3.0	**	**	**	2.0
	Nondurable goods, total	1.0	0.6	0.7	0.9	0.6	0.9	0.7	1.6	0.5
53	General merchandise group stores	0.9	0.6	0.4	0.8	0.5	0.9	0.9	2.6	0.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.3	0.9	0.7	0.9	0.8	**	1.0	1.0	0.7
554	Gasoline service stations	**	1.1	1.1	2.2	1.4	**	**	**	1.2
56	Apparel and accessory stores	**	1.9	1.7	3.6	1.6	**	2.1	**	1.5
58	Eating and drinking places	**	2.3	2.3	**	**	**	**	**	1.6
591	Drug stores and proprietary stores	**	1.4	**	**	**	**	**	**	1.1
53,56,57,594	GAF[1]	1.6	0.9	0.6	1.3	0.9	1.3	1.2	2.3	0.6
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.7	1.8	1.3	2.6	1.4	2.5	2.5	2.3	1.5
	Durable goods, total	**	3.6	2.9	5.6	2.6	4.6	3.8	**	3.8
55 ex. 554	Automotive dealers	**	5.5	4.5	6.6	3.7	**	5.3	**	5.4
57	Furniture, home furnishings, and equipment stores	**	**	5.3	**	4.3	**	**	**	6.1
	Nondurable goods, total	2.9	2.0	1.2	2.5	1.1	2.7	2.4	3.0	1.2
53	General merchandise group stores	8.4	1.8	1.1	3.0	1.8	3.6	1.4	3.7	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	4.3	2.5	3.6	2.6	**	4.5	3.8	2.1
554	Gasoline service stations	**	5.5	3.4	7.1	3.6	**	**	**	4.4
56	Apparel and accessory stores	**	5.2	2.8	7.8	2.9	**	7.1	**	3.8
58	Eating and drinking places	**	4.9	5.1	**	**	**	**	**	4.5
591	Drug stores and proprietary stores	**	4.3	**	**	**	**	**	**	5.0
53,56,57,594	GAF[1]	5.3	2.2	1.4	5.0	1.6	3.3	2.5	4.4	1.5

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]
California	2.6	4.9	2.6	0.0	2.8	0.9	2.0	0.5	0.0	0.7	1.8	4.1	1.6	0.0	1.8
Florida	3.9	8.1	4.0	0.0	3.6	1.4	2.5	1.1	0.0	1.8	2.2	3.9	2.1	0.0	2.7
Illinois	3.8	(S)	3.7	0.0	3.4	1.4	**	1.3	0.0	1.1	2.4	**	2.5	0.0	2.8
Indiana	4.5	(S)	6.2	0.0	6.3	1.9	**	1.2	0.0	2.3	3.4	**	2.5	0.0	3.4
Louisiana	7.8	(S)	6.3	0.0	8.3	2.1	**	2.0	0.0	3.2	4.5	**	5.0	0.0	6.0
Maryland	6.1	(S)	5.2	0.0	5.0	1.3	**	1.0	0.0	2.4	2.7	**	2.4	0.0	2.2
Massachusetts	5.5	(S)	5.6	0.0	6.1	1.6	**	1.2	0.0	1.7	3.4	**	3.9	0.0	5.5
Michigan	3.9	8.7	3.9	0.0	3.9	1.5	3.1	1.1	0.0	1.3	3.5	7.1	2.8	0.0	2.9
Minnesota	6.7	(S)	8.8	0.0	5.5	2.4	**	1.5	0.0	2.1	4.7	**	4.2	0.0	3.4
Missouri	7.0	(S)	8.2	0.0	5.2	2.0	**	1.4	0.0	1.8	3.7	**	3.6	0.0	6.6
New Jersey	5.6	(S)	5.8	0.0	4.0	1.7	**	1.1	0.0	1.7	4.8	**	5.3	0.0	5.1
New York	3.0	6.9	3.5	0.0	3.6	1.0	2.2	0.9	0.0	1.4	2.4	4.5	2.4	0.0	3.6
North Carolina	5.4	(S)	5.1	0.0	6.6	1.6	**	1.7	0.0	1.9	3.6	**	3.4	0.0	7.0
Ohio	5.1	(S)	3.8	0.0	2.7	1.7	**	1.2	0.0	1.2	2.3	**	2.4	0.0	1.9
Pennsylvania	3.8	9.1	4.2	0.0	2.9	1.3	3.2	0.9	0.0	1.2	3.0	6.1	3.1	0.0	2.4
Tennessee	5.7	(S)	5.7	0.0	7.1	1.7	**	1.8	0.0	2.3	4.0	**	3.9	0.0	5.3
Texas	4.7	8.3	4.2	0.0	4.1	1.1	2.8	1.0	0.0	1.6	3.1	4.6	3.4	0.0	3.6
Virginia	4.1	(S)	4.8	0.0	5.3	1.8	**	1.3	0.0	2.1	3.9	**	4.1	0.0	3.0
Wisconsin	5.4	11.2	6.9	0.0	4.8	3.0	3.9	2.0	0.0	2.1	4.7	11.2	3.6	0.0	4.0

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurble	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.8	3.6	3.9	1.4	0.7	1.3	2.5	2.5	3.2
New York, NY-Northeastern, NJ	3.3	3.0	3.1	1.2	0.8	1.3	3.1	2.7	4.2
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.8	6.2	4.4	2.2	1.4	1.3	2.9	3.5	2.8
Atlanta, GA	(S)	(S)	9.0	**	**	1.9	**	**	5.9
Baltimore, MD	7.7	8.1	4.5	1.5	1.2	1.7	3.9	3.0	2.2
Boston, MA	6.2	6.1	7.9	1.7	1.5	1.9	4.4	5.2	7.1
Chicago, IL	3.8	3.5	4.1	1.4	0.8	1.3	2.9	2.7	3.4
Cleveland, OH	(S)	8.0	4.8	**	1.7	1.8	**	4.8	2.3
Dallas-Fort Worth, TX	6.7	6.3	6.9	2.1	1.6	2.1	8.0	7.3	10.3
Detroit, MI	4.5	4.7	5.2	1.9	1.5	1.6	4.2	3.9	4.4
Houston, TX	5.9	7.2	3.6	1.3	1.7	1.1	3.2	3.9	2.8
Kansas City, MO-KS	9.9	7.4	3.7	3.3	2.1	2.6	6.1	4.7	3.9
Los Angeles-Long Beach, CA	5.0	5.0	6.1	1.0	0.8	1.2	2.7	3.1	3.0
Miami, FL	8.5	8.7	7.0	2.4	2.0	2.0	5.1	5.0	3.0
Milwaukee, WI	(S)	(S)	5.3	**	**	1.5	**	**	3.0
Minneapolis-St. Paul, MN-WI	9.4	12.1	3.1	2.7	1.8	1.1	5.4	5.6	1.7
Nassau-Suffolk, NY	9.3	7.6	5.6	2.4	2.3	1.7	5.6	5.4	12.0
New York, NY	4.1	5.2	4.8	1.7	1.1	1.7	4.1	4.1	6.8
Newark, NJ	7.5	7.0	5.6	2.0	1.3	2.1	5.1	5.9	2.9
Philadelphia, PA	5.7	6.7	4.7	2.0	1.8	1.4	5.5	6.5	3.9
Pittsburgh, PA	9.4	8.1	6.7	2.1	1.7	2.2	4.9	5.7	3.7
St. Louis, MO-IL	11.0	13.9	7.6	2.8	2.0	2.1	6.2	6.6	9.7
San Diego, CA	7.8	(S)	4.9	2.5	**	1.7	5.1	**	2.8
San Francisco-Oakland, CA	7.0	7.2	3.8	1.9	1.3	1.4	3.8	3.6	3.0
Washington, DC-MD-VA	6.5	4.7	5.7	1.6	1.1	2.6	4.5	5.9	3.2
Cities									
Chicago, IL	8.2	7.1	4.7	2.4	1.1	1.9	4.1	3.7	3.3
Los Angeles, CA	8.3	7.7	9.0	1.7	1.3	2.2	4.9	4.2	5.7
New York, NY	4.9	6.3	5.4	2.0	1.2	2.3	3.8	4.0	6.3
Philadelphia, PA	8.0	9.5	7.7	2.0	1.8	2.6	8.5	9.3	7.0

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A.).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7				
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9	53	General merchandise group stores	1.7	0.7
					Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +1.1 percent, with a median of +0.1 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.5 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.5 percent to +0.4 percent, with a median of +0.1 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	April 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	116788	117139	117715	-0.6	1.1	0.1	-0.2	0.5	0.2
	Total (excluding auto group)	90938	91038	91358	-0.5	1.2	0.2	-0.4	0.5	0.2
	Durable goods, total	44197	44604	44874	-2.0	2.8	0.2	-0.2	0.8	0.3
52	Building materials, hardware, garden supply and mobile home dealers	7458	7473	7384	-1.2	4.4	1.1	-1.2	1.1	0.5
55 ex. 554	Automotive dealers	25850	26101	26357	-3.1	3.3	-0.1	-0.4	1.0	0.4
57	Furniture, home furnishings, and equipment stores	5949	6027	6099	-4.0	3.5	2.1	-0.8	1.7	0.3
	Nondurable goods, total	72591	72535	72841	-1.0	1.0	0.2	-0.4	0.6	0.1
53	General merchandise group stores	13967	13872	13860	-1.9	1.3	-0.3	-0.9	0.7	-0.1
531	Department stores	11774	11803	11774	-1.5	0.6	0.1	-0.3	0.2	-0.1
54	Food stores	24024	24111	24126	-0.4	1.1	0.4	-0.3	0.7	0.3
541	Grocery stores	22697	22811	22825	-0.5	1.1	0.6	-0.4	0.8	0.3
554	Gasoline service stations	7431	7051	7112	-4.3	2.0	-0.9	-1.9	0.9	0.1
56	Apparel and accessory stores	6121	6214	6205	-2.3	3.0	1.4	-1.1	1.2	0.2
58	Eating and drinking places	11252	11394	11651	-2.1	3.5	0.3	-1.0	2.3	0.2
591	Drug stores and proprietary stores	3947	4009	4022	-2.0	1.9	-0.7	-1.1	0.8	-0.3

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	April 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	172946	172158	-0.5	0.4	0.1
	Total (excluding auto group)	127142	126696	-0.4	0.4	0.2
	Durable goods, total	89017	88263	-0.8	0.5	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	14371	14324	-0.3	1.0	0.3
55 ex. 554	Automotive dealers	45804	45462	-0.7	0.3	0.0
57	Furniture, home furnishings, and equipment stores	13198	13258	-0.3	1.2	0.4
	Nondurable goods, total	83929	83895	-0.3	0.3	0.0
53	General merchandise group stores	31774	31767	-0.2	0.8	0.0
531	Department stores	25200	25200	-0.3	1.0	0.0
54	Food stores	16260	16216	-0.5	0.6	0.0
56	Apparel and accessory stores	15812	15812	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: April 1985 Through August 1986**

Sic code	Kind of business	1985									1986							
		Apr.	May[1]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.[1]	May.[1]	June[1]	July[1]	Aug.[1]
	Retail trade, total	1.007	1.000	.993	.985	.986	1.007	1.049	1.061	.968	.962	.986	1.004	1.010	1.000	.991	.982	.985
	Durable goods, total	1.026	1.021	1.011	.986	.962	.972	1.001	1.017	.987	.992	1.014	1.025	1.032	1.020	1.009	.980	.961
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	1.040	1.035	1.019	1.003	.999	.989	.987	.975	.962	.966	.997	1.027	1.040	1.035	1.017	1.001	1.000
55	Automotive dealers	1.049	1.040	1.025	.976	.924	.928	.963	.996	1.005	1.016	1.050	1.057	1.058	1.039	1.023	.970	.915
57	Furniture, home furnishings, equipment dealers	.995	.995	1.004	.991	1.002	1.008	1.036	1.048	.985	.973	.976	.989	.995	.995	1.003	.988	1.000
	Nondurable goods, total	.990	.982	.976	.986	1.006	1.040	1.092	1.101	.954	.935	.960	.984	.990	.982	.974	.984	1.004
53	General mdse. group stores	.994	.985	.970	.985	1.019	1.071	1.145	1.157	.902	.879	.926	.972	.995	.986	.968	.983	1.017
531	Department stores	1.000	.991	.969	.978	1.012	1.066	1.141	1.167	.905	.877	.926	.976	1.001	.991	.967	.976	1.010
54	Food stores	.996	.994	.997	.982	.976	.989	1.026	1.047	1.013	.994	.990	.998	.995	.994	.997	.982	.975
56	Apparel & accessory stores	.992	.969	.959	.990	1.026	1.063	1.110	1.103	.937	.913	.956	.990	.993	.969	.958	.988	1.024

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: April 1985 Through August 1986

SIC code	Kind of business	1985									1986							
		Apr.	May[1]	June[1]	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]
	U.S. Retail Sales																	
	Retail trade, total	.990	1.052	1.008	1.004	1.034	.957	1.010	1.023	1.191	.901	.854	.979	.986	1.054	1.009	1.014	1.015
	Durable goods, total	1.032	1.109	1.062	1.050	1.030	.962	1.009	.964	1.061	.883	.858	.988	1.030	1.092	1.083	1.057	.997
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	1.031	1.197	1.147	1.138	1.106	1.052	1.084	.966	.895	.779	.717	.903	1.021	1.180	1.166	1.133	1.080
521,3	Bldg. mat. & supply stores	1.009	1.146	1.132	1.156	1.129	1.081	1.114	.969	.864	.788	.731	.900	1.009	1.131	1.148	1.160	1.102
525	Hardware stores	1.031	1.158	1.102	1.062	1.034	.944	1.012	1.013	1.153	.840	.747	.893	1.040	1.155	1.091	1.070	1.014
55 ex. 554	Automotive dealers	1.066	1.146	1.069	1.074	1.044	.961	.998	.915	.885	.904	.894	1.048	1.068	1.119	1.102	1.070	1.017
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	1.070	1.155	1.071	1.072	1.041	.956	.991	.903	.873	.908	.905	1.059	1.074	1.126	1.105	1.069	1.013
553	Auto & home supply stores	1.019	1.063	1.067	1.101	1.073	.988	1.073	1.030	.996	.862	.788	.928	1.041	1.058	1.052	1.103	1.059
57	Furniture, home furnishings & equipment stores	.930	.966	.968	.976	1.026	.951	1.013	1.086	1.342	.928	.855	.947	.935	.978	.950	.979	1.009
571	Furniture, home furnishings stores	.962	1.014	.988	.984	1.051	.967	1.039	1.083	1.150	.933	.857	.964	.961	1.016	.988	.986	1.034
5722, 32	Household appliance, radio, TV stores	.889	.911	.943	.978	.995	.919	.996	1.101	1.565	.930	.845	.917	.890	.929	.918	.982	.970
	Nondurable goods, total	.964	1.023	.988	.980	1.039	.947	1.006	1.056	1.263	.912	.851	.974	.954	1.035	.975	.989	1.023
53	General mdse. group stores	.930	1.002	.939	.872	1.005	.898	.994	1.221	1.842	.704	.701	.919	.901	1.020	.923	.888	.981
531	Department stores	.930	1.003	.946	.873	1.008	.901	.993	1.217	1.831	.702	.698	.920	.904	1.023	.933	.885	.984
533	Variety stores	.968	1.002	.930	.919	1.020	.865	.957	1.075	1.859	.740	.744	.984	.906	1.009	.916	.932	1.001
539	Misc. gen. mdse. stores	.888	.988	.914	.844	.975	.881	1.004	1.332	1.936	.693	.704	.852	.879	1.005	.892	.872	.943
54	Food stores	.969	1.042	1.011	1.027	1.057	.953	.997	1.011	1.050	.984	.899	.991	.967	1.057	.992	1.040	1.038
541	Grocery stores	.966	1.043	1.012	1.029	1.058	.956	.998	1.012	1.039	.989	.899	.988	.966	1.058	.993	1.042	1.039
554	Gasoline service stations	.974	1.038	1.040	1.070	1.068	.999	1.027	.984	1.014	.958	.870	.942	.976	1.041	1.040	1.070	1.061
56	Apparel & accessory stores	.990	.991	.925	.882	1.054	.930	.999	1.141	1.642	.792	.733	.995	.916	1.021	.899	.891	1.027
561	Men's & boys' clothing, furnishing stores	.952	.998	.975	.836	.939	.877	.992	1.213	1.907	.810	.700	.878	.899	1.022	.959	.838	.923
562,3, 8	Women's clothing, specialty stores, furriers	.986	1.000	.903	.893	1.009	.945	1.026	1.137	1.582	.802	.754	1.004	.944	1.027	.881	.908	.983
566	Shoe stores	1.074	1.015	.962	.858	1.090	.993	1.015	1.064	1.332	.835	.761	1.095	.971	1.042	.930	.875	1.071
58	Eating and drinking places	.995	1.056	1.047	1.066	1.094	.998	1.018	.968	.975	.917	.873	.992	1.001	1.059	1.041	1.072	1.095
591	Drug & proprietary stores	.984	1.005	.965	.966	.986	.927	.977	.980	1.326	.972	.922	.995	.961	1.007	.969	.971	.972
592	Liquor stores	.923	.982	.996	1.033	1.048	.937	.976	1.042	1.389	.907	.834	.918	.915	1.000	.973	1.042	1.038
	Retail Sales of Group II Companies																	
	Retail trade, total	.957	1.023	.972	.950	1.025	.931	.996	1.099	1.410	.863	.814	.967	.944	1.037	.958	.960	1.003
553	Auto & home supply stores	1.021	1.067	1.046	1.073	1.061	.978	1.085	1.058	1.032	.851	.781	.946	1.019	1.073	1.039	1.083	1.021
53	General mdse. group stores	.928	1.003	.946	.868	1.003	.895	.988	1.228	1.856	.700	.700	.920	.899	1.021	.932	.879	.982
531	Department stores	.931	1.004	.951	.874	1.009	.901	.992	1.215	1.831	.703	.699	.919	.906	1.022	.937	.884	.986
533	Variety stores	.973	1.019	.925	.898	1.011	.863	.945	1.090	1.916	.720	.731	.964	.921	1.025	.913	.910	.995
541	Grocery stores	.969	1.047	.992	1.010	1.053	.940	.992	1.025	1.053	1.006	.907	1.000	.968	1.063	.970	1.025	1.029
56	Apparel & accessory stores	.986	.975	.933	.857	1.092	.925	.977	1.160	1.755	.715	.693	1.017	.909	.993	.903	.863	1.082
562,3 8	Women's clothing, specialty stores, furriers	.981	.983	.920	.900	1.053	.927	.991	1.145	1.709	.714	.709	1.012	.933	.997	.900	.916	1.031
566	Shoe stores	1.096	1.019	.935	.829	1.099	.972	.992	1.095	1.440	.787	.738	1.141	.938	1.031	.915	.833	1.087
591	Drug & proprietary stores	.975	1.003	.965	.958	.977	.917	.953	.992	1.450	.944	.894	.997	.935	1.006	.963	.966	.962

[1] Factors were developed after the issue of last month's report.(See ''Concurrent Seasonal Adjustment'' in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago—Gary, Il-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Hartford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, Al. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Date, and Walker Counties, GA.

Chicago, Il. Cook, Du Page, Kane, Lake, MCHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Mediana Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

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[1] Statistics for the Boston SMSA in Table 7 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry. Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick City, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Briston County; Planville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacrameto, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, Il.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadaupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alamada, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holvoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadely, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worchester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince-Georges Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loundoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngston-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

- New England Division
  - Maine
  - New Hampshire
  - Vermont
  - Massachusetts
  - Rhode Island
  - Connecticut
- Middle Atlantic Division
  - New York
  - New Jersey
  - Pennsylvania

MIDWEST (formerly North Central)

- East North Central Division
  - Ohio
  - Indiana
  - Illinois
  - Michigan
  - Wisconsin
- West North Central Division
  - Minnesota
  - Iowa
  - Missouri
  - North Dakota
  - South Dakota
  - Nebraska
  - Kansas

SOUTH

- South Atlantic Division
  - Delaware
  - Maryland
  - District of Columbia
  - Virginia
  - West Virginia
  - North Carolina
  - South Carolina
  - Georgia
  - Florida
- East South Central Division
  - Kentucky
  - Tennessee
  - Alabama
  - Mississippi
- West South Central Division
  - Arkansas
  - Louisiana
  - Oklahoma
  - Texas

WEST

- Mountain Division
  - Montana
  - Idaho
  - Wyoming
  - Colorado
  - New Mexico
  - Arizona
  - Utah
  - Nevada
- Pacific Division
  - Washington
  - Oregon
  - California
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86-06

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

June 1986

Issued August 1986

BR-86-06

Sales: Total sales for all retail stores in the United States during June 1986 were estimated to be $118.6 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated June 1986 sales indicated no statistically significant change from May, but were 4.5 percent higher than June 1985. Cumulative sales for the first 6 months of 1986 were 4.4 percent higher than sales for the similar period last year.

Most major kinds of business were significantly higher than last year, led by the building materials group, up 17.1 percent, furniture stores, up 14.9 percent, and apparel and accessory stores which were 11.3 percent above last year. Gasoline service stations were 15.2 percent lower than June 1985.

The unadjusted sales for the New England Division were 11.0 percent higher than last year, followed by the Middle Atlantic Division, up 9.1 percent, and the South Atlantic Division, up 6.9 percent. For States published in table 8 of this report with higher sales than last year, Florida was up 11.3 percent and Massachusetts was 11.1 percent higher than June 1985.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $171.8 billion at the end of June, little changed from May but 7.6 percent above June of last year.

Durable goods increased 1.4 percent from May and 11.7 percent from June of last year. Nondurable goods inventories were little changed from May but were 3.5 percent above the year ago level.

The total inventories/sales ratio for June based on seasonally adjusted data was 1.45, up 0.01 from the previous month and 0.04 above June of last year.

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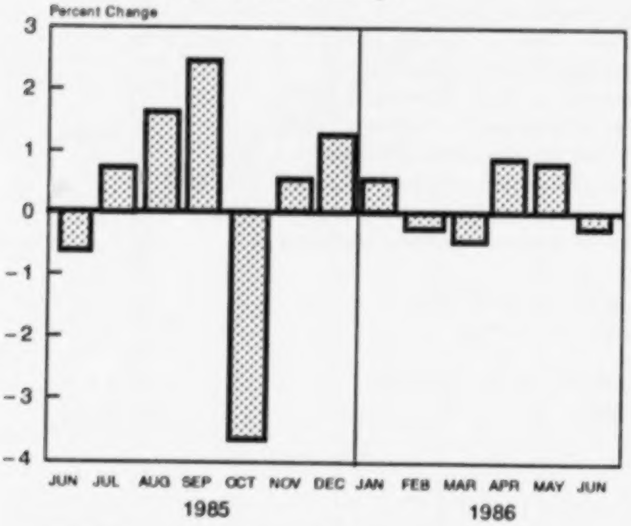
Figure 1.

Retail Sales

Month – to – Month Percent Change*

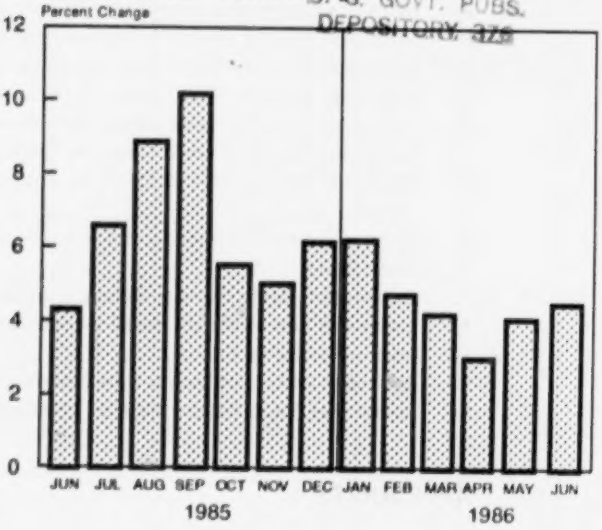


*(DATA ADJUSTED for seasonal, holiday, and trading day differences)

Figure 2.

Retail Sales

Year – to – Year Percent Change



Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. **Estimated Monthly Retail Sales: January 1976 – June 1986**

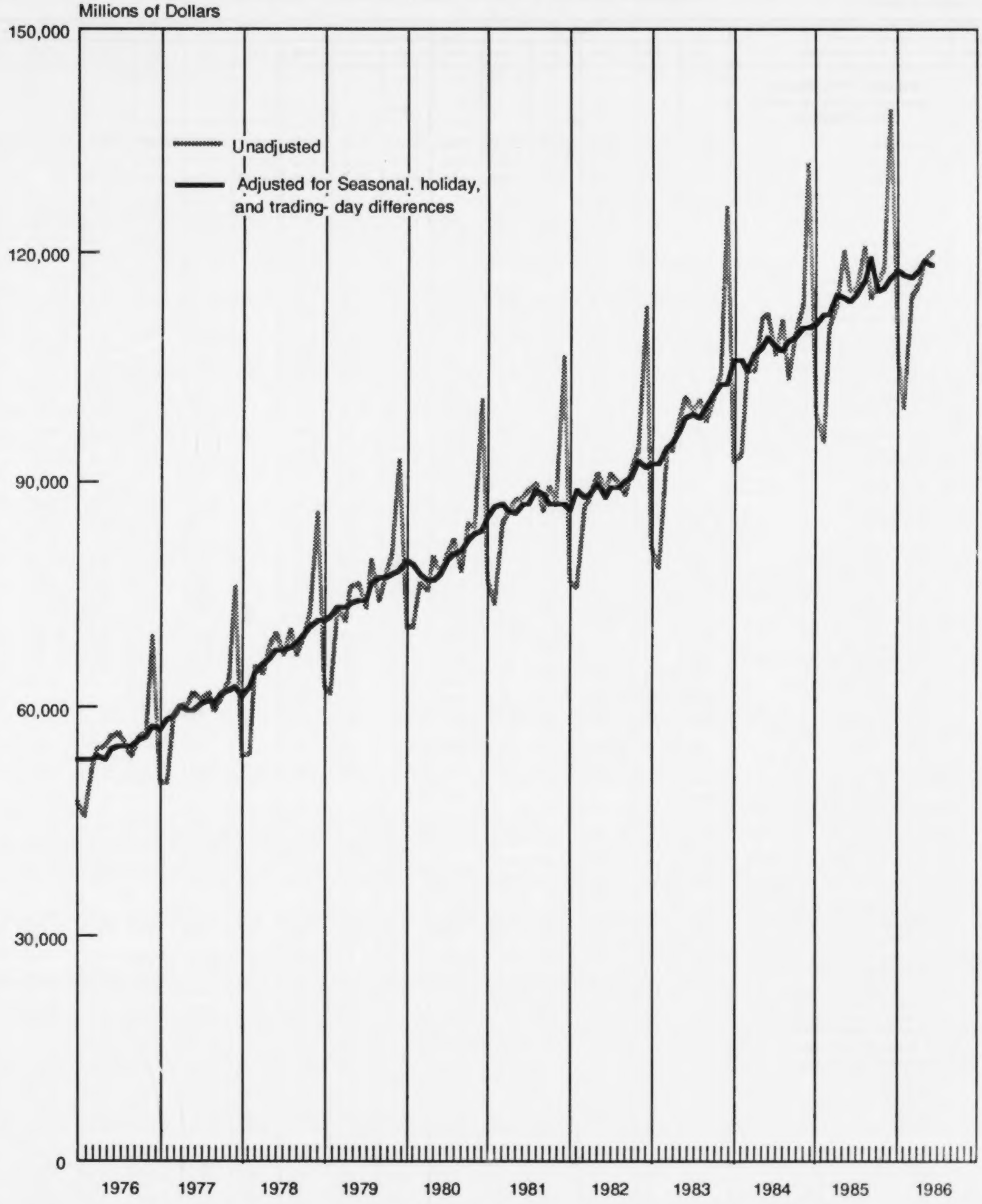

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986						1985							Total 6 mos.	
		Jan.	Feb.	Mar.	Apr.	May	June^{p}	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	**105,642**	**99,661**	**114,236**	**115,710**	**125,421**	**120,054**	**114,777**	**115,225**	**120,772**	**113,842**	**115,750**	**118,080**	**138,646**	**680,724**	**651,646**
	Total (excl. auto. group)	81,831	76,333	87,995	87,468	94,845	90,585	87,006	87,134	92,265	86,298	90,743	94,957	115,553	519,057	495,198
	Durable goods, total	38,985	37,469	42,843	46,098	49,856	48,565	44,592	44,919	46,053	45,165	42,787	41,120	46,346	263,816	247,817
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,996	6,401	7,702	8,129	8,162	6,836	6,973	6,899	6,541	6,960	6,236	5,993	40,783	34,470
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,486	6,967	6,936	5,913	6,062	6,082	5,741	6,236	5,491	5,302	34,988	30,019
521,3	Bldg. mat., supply stores	4,036	3,694	4,609	5,500	5,791	5,869	4,927	5,100	5,113	4,857	5,212	4,538	4,218	29,498	24,803
525	Hardware stores	779	712	870	986	1,076	1,067	986	962	969	884	1,024	953	1,084	5,490	5,216
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,242	30,576	29,469	27,772	28,091	28,507	28,544	25,007	23,103	23,093	161,667	156,448
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,172	28,446	27,342	25,629	25,883	26,333	26,519	22,811	20,938	21,054	150,122	144,890
551,2	Motor vehicle dealers	21,088	20,495	22,509	24,163	26,381	25,308	23,661	24,236	24,842	25,135	21,691	19,935	20,080	139,944	135,122
551	Motor veh. (franchised)	20,370	19,807	21,699	23,367	25,515	24,376	22,600	23,216	23,829	24,190	20,792	19,192	19,442	135,134	129,567
553	Auto & Home supply stores	1,759	1,606	1,853	2,070	2,130	2,127	2,143	2,208	2,174	2,025	2,196	2,165	2,039	11,545	11,568
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,684	6,094	6,129	5,381	5,457	5,816	5,509	5,983	6,406	8,102	34,290	30,839
571	Furniture & home furn. stores	3,035	2,828	3,209	3,208	3,434	3,373	3,014	3,036	3,277	3,033	3,245	3,422	3,693	19,087	17,217
5712	Furniture stores	1,863	1,718	1,945	1,910	2,101	2,068	1,877	1,857	2,034	1,872	1,983	2,130	2,271	11,605	10,768
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	2,048	2,239	2,320	2,004	2,057	2,138	2,058	2,298	2,533	3,675	12,688	11,475
5722	Household appliance stores	676	570	638	633	712	727	706	755	736	696	778	785	1,016	3,956	3,806
5944	Jewelry stores	704	755	790	795	1,009	870	775	711	793	759	819	1,065	2,677	4,923	4,382
	Nondurable goods, total	66,657	62,192	71,393	99,612	75,565	71,489	70,185	70,306	74,719	68,677	72,963	76,940	92,300	416,908	403,829
53	General mdse. group stores	9,383	9,560	12,661	12,498	14,017	12,782	12,343	11,488	13,513	12,027	13,217	16,422	24,720	70,891	68,069
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,797	13,275	12,125	11,648	10,814	12,761	11,357	12,522	15,647	23,376	66,877	64,080
531	Department stores	7,954	8,049	10,769	10,644	11,985	10,985	10,447	9,717	11,436	10,154	11,216	13,910	20,903	60,386	57,408
539	Misc. gen. mdse. stores	861	945	1,102	1,153	1,290	1,140	1,201	1,097	1,325	1,203	1,306	1,737	2,473	6,491	6,672
533	Variety stores	568	556	790	701	742	657	695	674	752	670	695	775	1,344	4,014	3,989
54	Food stores	23,948	21,813	24,213	23,354	25,635	24,144	23,601	24,148	24,837	22,753	23,709	24,297	25,409	143,107	137,045
541	Grocery stores	22,749	20,630	22,853	22,049	24,235	22,813	22,287	22,832	23,473	21,515	22,408	22,964	23,765	135,329	129,146
546	Retail bakeries	296	309	368	349	370	359	336	319	333	321	339	352	376	2,061	1,954
554	Gasoline service stations	8,067	7,122	7,173	6,941	7,442	7,445	8,774	9,070	9,005	8,380	8,647	8,285	8,618	44,190	48,762
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	6,313	5,746	5,297	5,073	6,172	5,491	5,881	6,809	9,783	33,019	30,464
561	Mens & boys clothing, furnishings	563	511	660	692	776	735	664	567	645	600	691	854	1,342	3,937	3,637
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,405	2,612	2,348	2,162	2,180	2,509	2,360	2,534	2,835	3,963	13,819	12,740
562	Womens ready-to-wear	1,717	1,624	2,297	2,164	2,365	2,132	1,948	1,969	2,252	2,128	2,252	2,487	3,444	12,289	11,343
565	Family clothing stores	1,161	1,089	1,556	1,463	1,605	1,474	1,368	1,314	1,748	1,391	1,500	1,864	2,885	8,348	7,630
566	Shoe stores	740	703	1,026	914	996	896	876	774	998	892	898	948	1,190	5,275	5,157
58	Eating and drinking places	10,338	9,826	11,309	11,663	12,377	12,239	11,514	11,673	11,979	10,987	11,307	10,754	10,728	67,752	63,607
5812	Eating places	9,525	9,075	10,458	10,751	11,476	11,329	10,668	10,833	11,164	10,185	10,471	9,940	9,894	62,614	58,715
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,622	6,977	6,812	6,475	6,569	6,777	6,340	6,522	6,127	6,012	38,192	36,133
5812 pt.	Refreshment places	3,632	3,376	3,941	3,999	4,317	4,336	4,062	4,154	4,264	3,723	3,819	3,682	3,749	23,601	21,954
5813	Drinking pls. (alcoholic bev)	813	751	851	912	901	910	846	840	815	802	836	814	834	5,138	4,892
591	Drug & proprietary stores	3,828	3,619	3,997	3,865	4,118	3,977	3,675	3,726	3,866	3,595	3,863	3,832	5,186	23,404	21,946
592	Liquor stores	1,363	1,242	1,395	1,366	1,496	1,455	1,450	1,514	1,532	1,491	1,430	1,544	2,077	8,317	8,214
596	Nonstore retailers[1]	2,139	2,094	2,275	2,276	2,183	2,056	1,919	2,007	2,120	2,194	2,830	2,800	2,587	13,023	12,412
5961 pt.	Mail-order houses (department store merchandise)	260	238	286	308	290	265	317	341	357	336	457	494	461	1,647	2,104
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,170	30,211	28,300	26,476	25,253	29,166	26,367	28,627	33,946	50,548	158,326	148,614
	Adjusted for seasonal variations, holiday, and trading-day differences						See	note 3								
	Retail trade, total	117,349	117,200	116,684	117,715	118,675	118,602	113,468	114,598	116,276	119,118	114,785	115,433	116,861	706,225	676,161
	Total (excl. auto group)	91,022	91,160	91,658	91,358	91,511	91,793	87,485	88,327	88,954	89,328	89,720	90,144	90,697	548,502	523,071
	Durable goods, total	44,187	43,949	43,279	44,874	45,564	45,237	42,335	42,924	44,209	46,748	42,355	42,631	43,882	267,080	251,169
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,143	7,384	6,947	6,971	5,952	6,150	6,209	6,226	6,409	6,456	6,641	42,278	35,849
521,3	Bldg. mat., & supply stores	5,121	5,053	5,121	5,451	5,107	5,095	4,356	4,419	4,529	4,493	4,679	4,683	4,882	30,948	26,074
525	Hardware stores	927	953	974	948	933	970	887	904	937	936	1,012	941	940	5,705	5,393
55 ex 554	Automotive dealers	26,327	26,040	25,026	26,357	27,164	26,809	25,983	26,271	27,322	29,790	25,065	25,289	26,164	157,723	153,090
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	23,029	24,369	25,151	24,789	23,975	24,258	25,296	27,740	23,018	23,187	24,117	145,626	141,035
553	Auto & home supply stores	2,041	2,038	1,997	1,988	2,013	2,020	2,008	2,013	2,026	2,050	2,047	2,102	2,047	12,097	12,055
57	Furniture, home furn. & equip strs	5,969	5,971	6,049	6,099	6,262	6,383	5,554	5,600	5,677	5,796	5,884	5,909	6,012	36,733	32,986
571	Furniture & home furn. stores	3,253	3,300	3,329	3,338	3,373	3,404	3,044	3,082	3,118	3,137	3,123	3,160	3,211	19,997	18,018
5722,32	Household appliance, radio & tv	2,263	2,244	2,268	2,301	2,426	2,503	2,114	2,114	2,149	2,239	2,307	2,301	2,348	14,005	12,634
	Nondurable goods, total	73,162	73,251	73,405	72,841	73,121	73,365	71,133	71,674	72,067	72,370	72,430	72,802	72,979	439,145	424,992
53	General mdse. group stores	13,340	13,621	13,801	13,860	13,730	13,805	13,126	13,178	13,441	13,410	13,322	13,456	13,416	82,157	78,883
531	Department stores	11,330	11,532	11,705	11,774	11,716	11,799	11,067	11,143	11,345	11,270	11,295	11,430	11,416	69,856	66,432
533	Variety stores	768	747	803	774	737	724	748	731	737	775	726	721	723	4,553	4,506
539	Misc. gen. mdse stores	1,242	1,342	1,293	1,312	1,277	1,282	1,311	1,304	1,369	1,365	1,301	1,304	1,277	7,748	7,945
54	Food stores	24,337	24,261	24,463	24,126	24,233	24,362	23,337	23,484	23,521	23,828	23,787	24,043	24,250	145,782	139,536
541	Grocery stores	23,002	22,948	23,131	22,825	22,906	23,020	22,023	22,167	22,186	22,505	22,453	22,692	22,873	137,832	131,482
554	Gasoline service stations	8,421	8,186	7,615	7,112	7,190	7,145	8,428	8,516	8,432	8,388	8,420	8,420	8,499	45,669	50,111
56	Apparel & accessory stores	5,915	5,996	6,189	6,205	6,211	6,349	5,703	5,753	5,879	5,890	5,897	5,964	5,954	36,865	33,941
561	Mens & boys clothing, furnishings	695	730	752	770	759	768	681	678	687	684	697	704	704	4,474	4,147
562,3,8	Women's clothing, spec., furrier	2,498	2,492	2,562	2,548	2,553	2,638	2,378	2,438	2,487	2,497	2,470	2,493	2,506	15,291	14,085
566	Shoe stores	886	924	937	941	951	958	907	899	916	898	885	891	893	5,597	5,445
58	Eating & drinking places	11,274	11,255	11,400	11,651	11,710	11,701	10,966	10,960	10,950	11,009	11,107	11,110	11,003	68,991	64,847
591	Drug & proprietary stores	3,938	3,925	4,017	4,022	4,089	4,108	3,808	3,853	3,913	3,878	3,954	3,910	3,911	24,099	22,601
592	Liquor stores	1,503	1,489	1,520	1,493	1,497	1,495	1,454	1,464	1,462	1,591	1,465	1,482	1,495	8,997	8,848

^{p}Preliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown seperately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. **Percent Change in Estimated Monthly Retail Sales, by Kind of Business**

SIC code	Kind of business	Percent change in retail sales: June 1986 from-- June 1985	May 1986	6 mos. 1986 from 6 mos. 1985
	Data Not Adjusted[1]			
	Retail trade, total	+4.6	-4.3	+4.5
	Total (excl. auto. group)	+4.1	-4.5	+4.8
	Durable goods, total	+8.9	-2.6	+6.5
52	Building materials, hardware, garden supply, and mobile homes dealers	+19.4	+.4	+18.3
521,3,5	Bldg. mat., supply, hardware stores	+17.3	+1.0	+16.6
521,3	Bldg. materials and supply stores	+19.1	+1.3	+18.9
523	Paint, glass, wallpaper stores*	+23.7	+6.7	+26.6
525	Hardware stores	+8.2	-.8	+5.3
55 ex 554	Automotive dealers	+6.1	-3.6	+3.3
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+6.7	-3.9	+3.6
551,2	Motor vehicle dealers	+7.0	-4.1	+3.6
551	Motor vehicle dlrs. (franchised)	+7.9	-4.5	+4.3
553	Auto and home supply stores	-.7	-.1	-.1
57	Furniture, home furn., & equip. stores	+13.9	+.6	+11.2
571	Furniture, and home furn. stores	+11.9	-1.8	+10.9
5712	Furniture stores	+10.2	-1.6	+7.8
5713	Floor covering stores*	+10.4	-2.4	+16.9
5722,32	Household appliance, radio & TV	+15.8	+3.6	+10.6
5722	Household appliance stores	+3.0	+2.1	+3.9
5732	Radio and television stores*	+22.7	+4.3	+13.9
5733	Music stores*	+20.1	+3.6	+17.1
5941	Sporting goods strs. & bicycle shops*	-.7	-2.0	+1.7
5942	Book stores*	+10.2	+10.6	+.3
5944	Jewelry stores	+12.3	-13.8	+12.3
5946	Camera, photographic supply stores*	.0	+1.9	+4.8
5999 pt.	Optical goods stores*	+10.6	-8.0	+9.7
	Nondurable goods, total	+1.9	-5.4	+3.2
53	General merchandise group stores	+3.6	-8.8	+4.1
531,9	Dept. strs., misc. gen. mdse. strs	+4.1	-8.7	+4.4
531	Department stores	+5.1	-8.3	+5.2
539	Misc. general mdse. stores	-5.1	-11.6	-2.7
533	Variety stores	-5.5	-11.5	+.6
54	Food stores	+2.3	-5.8	+4.4
541	Grocery stores	+2.4	-5.9	+4.8
542	Meat and fish (seafood) markets*	-9.5	-9.1	-16.0
543	Fruit stores & vegetable markets*	+3.0	-17.0	+6.0
544	Candy, nut, confectionery stores*	+9.1	+3.7	+13.3
546	Retail bakeries	+6.8	-3.0	+5.0
554	Gasoline service stations	-15.1	.0	-9.4
56	Apparel and accessory stores	+8.5	-9.0	+8.4
561	Men's & boy's clothing, furnishings	+10.7	-5.3	+8.2
562,3,8	Women's cloth., spec. strs., furriers	+8.6	-10.1	+8.5
562	Women's ready-to-wear stores	+9.4	-9.5	+8.3
565	Family clothing stores	+7.7	-8.2	+9.4
566	Shoe stores	+2.3	-10.0	+2.3
58	Eating and drinking places	+6.3	-1.1	+6.5
5812	Eating places	+6.2	-1.3	+6.6
5812 pt.	Restaurants, lunchrooms, cafes	+5.2	-2.4	+5.7
5812 pt.	Refreshment places	+6.7	+.4	+7.5
5813	Drinking places (alcoholic bevs.)	+7.6	+1.0	+5.0
591	Drug & proprietary stores	+8.2	-3.4	+6.6
592	Liquor stores	+.3	-2.7	+1.3
5943	Stationery stores*	-5.9	-4.4	-2.4
596	Nonstore retailers[2]	+7.1	-5.8	+4.9
5961 pt.	Mail-order houses (department store merchandise)	-16.4	-8.6	-21.7
598	Fuel and ice dealers*	-7.8	-16.9	-7.4
5983	Fuel and oil dealers*	-13.1	-17.9	-9.8
53,56,57, 594	GAF, total[3]	+6.9	-6.3	+6.5
	Data Adjusted[4]			
	Retail trade, total	+4.5	-.1	+4.4
	Total (ex. automotive group)	+4.9	+.3	+4.9
	Durable goods, total	+6.9	-.7	+6.3
52	Building materials, hardware, garden supply, and mobile homes dealers	+17.1	+.3	+17.9
521,3	Bldg. materials and supply stores	+17.0	-.2	+18.7
525	Hardware stores	+9.4	+4.0	+5.8
55 ex 554	Automotive dealers	+3.2	-1.3	+3.0
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+3.4	-1.4	+3.3
553	Auto and home supply stores	+.6	+.3	+.3
57	Furniture, home furn., & equip. stores	+14.9	+1.9	+11.4
571	Furniture and home furn. stores	+11.8	+.9	+11.0
5722,32	Hshd. appl., radio and TV stores	+18.4	+3.2	+10.9
	Nondurable goods, total	+3.1	+.3	+3.3
53	General merchandise group stores	+5.2	+.5	+4.2
531	Department stores	+6.6	+.7	+5.2
533	Variety stores	-3.2	-1.8	+1.0
539	Misc. general mdse. stores	-2.2	+.4	-2.5
54	Food stores	+4.4	+.5	+4.5
541	Grocery stores	+4.5	+.5	+4.8
554	Gasoline service stations	-15.2	-.6	-8.9
56	Apparel and accessory stores	+11.3	+2.2	+8.6
561	Men's & boy's clothing, furnishings	+12.8	+1.2	+7.9
562,3,8	Women's cloth., spec. strs., furriers	+10.9	+3.3	+8.6
566	Shoe stores	+5.6	+.7	+2.8
58	Eating and drinking places	+6.7	-.1	+6.4
591	Drug & proprietary stores	+7.9	+.5	+6.6
592	Liquor stores	+2.8	-.1	+1.7

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.
[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.
[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. **Month-to-Month and Long-Term Percent Changes in Retail Sales**

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change: Apr.1986 through June 1986 from--		Average monthly rates of change		
	June 1986 from May 1986	May 1986 from Apr.1986	Apr.1986 from Mar.1986	Jan.1986 through Mar.1986	Apr.1985 through June 1985	June 1986 from Mar.1986 (3-mo. span)	June 1986 from Dec.1985 (6-mo. span)	June 1986 from June 1985 (12 mo. span)
Retail trade, total	-.1	+.8	+.9	+1.1	+3.9	+.5	+.2	+.4
Durable goods, total	-.7	+1.5	+3.7	+3.2	+6.2	+1.5	+.5	+.6
Nondurable goods, total	+.3	+.4	-.8	-.2	+2.5	.0	+.1	+.3

Table 3. Estimated Monthly Retail Sales, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	110,511	111,935	111,999	114,256	113,992	113,468	114,598	116,276	119,118	114,785	115,433	116,861
	Total (excl. auto. group)	85,848	86,783	86,815	88,142	87,998	87,485	88,327	88,954	89,328	89,720	90,144	90,697
	Durable goods, total	40,644	41,341	41,498	42,764	42,587	42,335	42,924	44,209	46,748	42,355	42,631	43,882
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,033	5,952	6,150	6,209	6,226	6,409	6,456	6,641
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,356	4,419	4,529	4,493	4,679	4,683	4,882
525	Hardware stores	893	878	901	928	906	887	904	937	936	1,012	941	940
55ex.554	Automotive dealers	24,663	25,152	25,184	26,114	25,994	25,983	26,271	27,322	29,790	25,065	25,289	26,164
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	23,975	24,258	25,296	27,740	23,018	23,187	24,117
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,037	2,008	2,013	2,026	2,050	2,047	2,102	2,047
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,475	5,647	5,554	5,600	5,677	5,796	5,884	5,909	6,012
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,072	3,044	3,082	3,118	3,137	3,123	3,160	3,211
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,105	2,175	2,114	2,114	2,149	2,239	2,307	2,301	2,348
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,405	71,133	71,674	72,067	72,370	72,430	72,802	72,979
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,217	13,126	13,178	13,441	13,410	13,322	13,455	13,416
531	Department stores	10,837	11,130	11,069	11,191	11,138	11,067	11,143	11,345	11,270	11,295	11,430	11,416
533	Variety stores	733	757	758	760	750	748	731	737	775	726	721	723
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,337	1,329	1,311	1,304	1,359	1,365	1,301	1,304	1,277
54	Food stores	23,123	23,188	23,073	23,445	23,370	23,337	23,484	23,521	23,828	23,787	24,043	24,250
541	Grocery stores	21,794	21,846	21,720	22,093	22,006	22,023	22,167	22,186	22,505	22,453	22,692	22,873
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,472	8,428	8,516	8,432	8,388	8,420	8,420	8,499
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,763	5,703	5,753	5,879	5,890	5,897	5,964	5,954
561	Men's & boys' clothing, furnishings	694	688	694	693	697	681	678	687	684	697	704	704
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,388	2,378	2,438	2,487	2,497	2,470	2,493	2,505
566	Shoe stores	867	884	918	927	942	907	899	916	898	885	891	893
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,947	10,966	10,950	10,950	11,009	11,107	11,110	11,003
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,784	3,808	3,853	3,913	3,878	3,954	3,910	3,911
592	Liquor stores	1,494	1,461	1,475	1,490	1,474	1,454	1,464	1,462	1,591	1,465	1,482	1,495

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986						1985							Percent change		
															June 1986 from--		6 mo 1986 from 6 mo 1985
		Jan.	Feb.	Mar.	Apr.	May	June[p]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1985	May 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	37,972	41,666	38,814	38,011	37,327	40,626	36,963	39,527	44,041	56,786	+2.1	-6.8	+3.6
	Durable goods, total	2,679	2,554	3,116	3,361	3,704	3,565	3,371	3,284	3,380	3,138	3,346	3,717	5,246	+5.8	-3.8	+5.8
553	Auto and home supply stores	361	341	412	451	466	449	417	423	426	409	455	454	437	+7.7	-3.6	+8.2
	Nondurable goods, total	31,847	30,149	35,959	34,611	37,962	35,249	34,640	34,043	37,246	33,825	36,181	40,324	51,540	+1.8	-7.1	+3.4
53	General mdse. group stores	8,708	8,911	11,863	11,690	13,158	11,973	11,488	10,636	12,553	11,140	12,239	15,387	23,218	+4.2	-9.0	+4.8
531	Department stores	7,628	7,731	10,353	10,239	11,518	10,574	10,025	9,318	10,987	9,738	10,740	13,333	20,031	+5.5	-8.2	+5.5
533	Variety stores	461	444	670	590	631	543	588	560	632	573	582	660	1,167	-7.7	-13.9	-1.2
539	Misc. general mdse. stores	619	736	840	861	1,009	856	875	758	934	829	917	1,394	2,020	-2.2	-15.2	+2.0
54	Food stores	13,401	12,073	13,419	12,835	14,165	13,062	12,943	13,140	13,570	12,408	12,979	13,516	14,177	+.9	-7.8	+3.4
541	Grocery stores	13,235	11,904	13,225	12,677	13,992	12,895	12,787	12,987	13,413	12,260	12,822	13,340	13,880	+.8	-7.8	+3.4
56	Apparel and accessory stores	1,743	1,726	2,561	2,318	2,533	2,344	2,134	2,003	2,607	2,212	2,351	2,849	4,234	+9.8	-7.5	+11.5
562,3,8	Women's clothing, spec., furs	785	788	1,126	1,027	1,107	1,043	942	939	1,092	981	1,049	1,260	1,840	+10.7	-5.8	+12.3
562	Women's ready-to-wear	768	769	1,100	1,004	1,084	1,022	918	917	1,065	958	1,023	1,233	1,798	+11.3	-5.7	+12.6
565	Family clothing stores	453	438	665	613	678	614	572	533	766	592	635	823	1,274	+7.3	-9.4	+10.2
566	Shoe stores	356	352	550	476	519	470	425	373	519	438	457	495	661	+10.6	-9.4	+10.5
5812	Eating places	2,268	2,125	2,485	2,459	2,588	2,552	2,458	2,494	2,586	2,386	2,436	2,379	2,405	+3.8	-1.4	+5.5
591	Drug and proprietary stores	2,083	1,939	2,213	2,079	2,251	2,174	2,074	2,099	2,195	2,016	2,122	2,147	3,174	+4.8	-3.4	+3.9
	Adjusted for seasonal variations, holiday, and trading-day differences					See	note 1										
	Retail trade, total	40,077	40,282	40,533	40,284	40,276	40,424	39,014	39,217	39,604	39,717	39,664	40,028	40,234	+3.6	+.4	+3.8
553	Auto and home supply stores	424	437	436	443	434	433	399	394	402	418	419	429	423	+8.5	-.2	+8.5
53	General mdse. group stores	12,454	12,724	12,962	12,963	12,886	12,891	12,166	12,248	12,504	12,447	12,394	12,558	12,500	+6.0	.0	+4.9
531	Department stores	10,851	11,060	11,266	11,301	11,270	11,309	10,564	10,661	10,889	10,808	10,827	10,974	10,940	+7.1	+.3	+5.5
533	Variety stores	640	607	695	641	616	599	636	624	625	664	616	606	609	-5.8	-2.8	-.9
541	Grocery stores	13,156	13,125	13,225	13,096	13,175	13,266	12,851	12,858	12,738	13,043	12,925	13,015	13,181	+3.2	+.7	+3.4
56	Apparel and accessory stores	2,435	2,497	2,543	2,544	2,542	2,579	2,295	2,328	2,380	2,373	2,403	2,448	2,423	+12.4	+1.5	+11.8
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,101	1,107	1,144	1,013	1,043	1,037	1,058	1,059	1,100	1,077	+12.9	+3.3	+12.5
566	Shoe stores	452	477	482	507	503	508	450	450	472	451	461	452	459	+12.9	+1.0	+11.2
591	Drug and proprietary stores	2,207	2,169	2,220	2,224	2,238	2,251	2,147	2,191	2,247	2,198	2,227	2,164	2,189	+4.8	+.6	+3.9

[p] Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business).Group totals include kinds of business not shown separately.

Table 5. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	38,271	38,733	38,776	39,086	39,132	39,014	39,217	39,604	39,717	39,664	40,028	40,234
553	Auto & home supply stores	400	396	402	402	404	399	394	402	418	419	429	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,275	12,166	12,248	12,504	12,447	12,394	12,558	12,500
531	Department stores	10,365	10,634	10,600	10,723	10,663	10,564	10,661	10,889	10,808	10,827	10,974	10,940
533	Variety stores	624	641	646	645	640	636	624	625	664	616	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,816	12,851	12,858	12,738	13,043	12,925	13,015	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,295	2,295	2,328	2,380	2,373	2,403	2,448	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	999	1,013	1,043	1,037	1,058	1,059	1,100	1,077
566	Shoe stores	428	434	432	440	450	450	450	472	451	461	452	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,144	2,147	2,191	2,247	2,198	2,227	2,164	2,189

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Figure 4.

Percent Change in Retail Sales: June 1986 From June 1985

(Based on data
NOT ADJUSTED for
seasonal Variations, holiday
or trading – day differences)

UNITED STATES +5.8

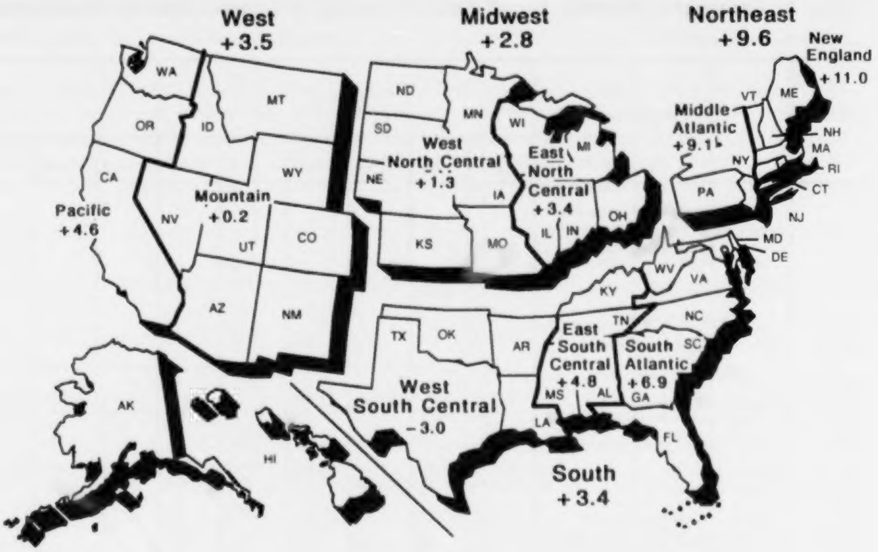
West
+3.5
Midwest
+2.8
Northeast
+9.6
New England
+11.0
Middle Atlantic
+9.1
Pacific
+4.6
Mountain
+0.2
West North Central
+1.3
East North Central
+3.4
West South Central
−3.0
East South Central
+4.8
South Atlantic
+6.9
South
+3.4
WA
OR
CA
ID
NV
MT
WY
UT
CO
AZ
NM
AK
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Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986						1985							Percent change		
														June 1986 from--		6 mos. 1986 from 6 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June[p]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1985	May 1986	
Northeast																
Retail trade, total	**23,451**	**21,903**	**24,984**	**25,380**	**27,907**	**26,980**	**24,606**	**24,514**	**25,653**	**24,635**	**25,444**	**26,203**	**30,786**	+9.6	-3.3	+8.8
Durable goods, total	8,076	7,841	9,053	9,957	10,932	11,020	9,130	9,106	9,214	9,394	8,982	8,780	9,792	+20.7	+.8	+17.4
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,479	1,716	1,727	1,361	1,384	1,363	1,297	1,422	1,332	1,213	+26.9	+.6	+30.5
Automotive dealers	4,771	4,768	5,563	6,078	6,541	6,653	5,509	5,558	5,492	5,839	5,102	4,656	4,456	+20.8	+1.7	+16.6
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,284	1,420	1,420	1,169	1,190	1,263	1,197	1,353	1,500	1,863	+21.5	.0	+17.0
Nondurable goods, total	15,375	14,062	15,931	15,423	16,975	15,960	15,476	15,408	16,439	15,241	16,462	17,423	20,994	+3.1	-6.0	+4.2
General mdse. group stores	1,761	1,857	2,442	2,458	2,901	2,582	2,450	2,168	2,658	2,440	2,740	3,435	5,125	+5.4	-11.0	+4.2
Department stores	1,487	1,552	2,084	2,107	2,509	2,222	2,101	1,830	2,260	2,068	2,354	2,969	4,395	+5.8	-11.4	+5.1
Food stores	5,392	4,844	5,378	5,139	5,679	5,363	5,123	5,297	5,438	4,995	5,266	5,350	5,588	+4.7	-5.6	+7.5
Grocery stores	5,049	4,500	4,965	4,749	5,263	4,973	4,716	4,901	5,037	4,632	4,878	4,969	5,137	+5.4	-5.5	+9.0
Gasoline service stations	1,650	1,449	1,466	1,331	1,428	1,413	1,666	1,735	1,749	1,596	1,669	1,619	1,720	-15.2	-1.1	-8.9
Apparel & accessory stores	1,163	1,081	1,505	1,466	1,701	1,494	1,351	1,204	1,529	1,407	1,575	1,778	2,461	+10.6	-12.2	+8.8
Eating & drinking places	2,276	2,098	2,373	2,494	2,711	2,682	2,618	2,724	2,753	2,513	2,595	2,452	2,459	+2.4	-1.1	+4.7
Drug & proprietary stores	785	751	848	842	898	889	769	763	788	754	802	792	1,026	+15.6	-1.0	+8.1
GAF, total[1]	4,919	4,871	6,048	6,006	6,963	6,439	5,796	5,292	6,317	5,842	6,511	7,803	11,443	+11.1	-7.5	+9.0
Midwest[2]																
Retail trade, total	**24,301**	**23,176**	**26,772**	**27,729**	**29,951**	**28,764**	**27,981**	**27,866**	**29,113**	**27,613**	**28,074**	**28,476**	**32,369**	**+2.8**	**-4.0**	**+2.8**
Durable goods, total	8,665	8,620	10,041	11,174	12,018	11,810	10,988	10,969	11,169	10,930	10,134	9,633	10,510	+7.5	-1.7	+5.0
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,636	1,816	1,834	1,600	1,615	1,592	1,520	1,647	1,457	1,300	+14.6	+1.0	+10.5
Automotive dealers	5,582	5,775	6,624	7,384	7,804	7,617	7,218	7,200	7,195	7,233	6,077	5,587	5,513	+5.5	-2.4	+2.9
Furniture, home furn, and equipment stores	1,225	1,075	1,263	1,247	1,299	1,319	1,128	1,162	1,288	1,224	1,372	1,463	1,855	+16.9	+1.5	+15.3
Nondurable goods, total	15,636	14,556	16,731	16,555	17,933	16,954	16,993	16,897	17,944	16,683	17,940	18,843	21,859	-.2	-5.5	+1.5
General mdse. group stores	2,384	2,324	3,181	3,228	3,554	3,275	3,125	2,955	3,469	3,051	3,404	4,183	6,098	+4.8	-7.9	+3.8
Department stores	2,098	2,039	2,821	2,854	3,147	2,928	2,730	2,572	3,044	2,676	2,996	3,706	5,419	+7.3	-7.0	+5.5
Food stores	5,353	4,870	5,334	5,177	5,768	5,401	5,372	5,435	5,625	5,183	5,375	5,536	5,723	+.5	-6.4	+2.0
Grocery stores	5,132	4,648	5,081	4,929	5,479	5,127	5,093	5,152	5,305	4,922	5,114	5,253	5,399	+.7	-6.4	+2.6
Gasoline service stations	2,211	1,913	1,894	1,845	1,986	2,032	2,526	2,582	2,502	2,392	2,527	2,402	2,446	-19.6	+2.3	-15.2
Apparel & accessory stores	1,018	897	1,294	1,216	1,316	1,179	1,125	1,100	1,343	1,160	1,303	1,516	2,108	+4.8	-10.4	+8.0
Eating & drinking places	2,220	2,254	2,608	2,716	2,804	2,748	2,614	2,525	2,639	2,510	2,587	2,443	2,270	+5.1	-2.0	+10.7
Drug & proprietary stores	992	931	993	949	1,042	1,015	952	960	994	930	986	967	1,306	+6.6	-2.6	+4.8
GAF, total[1]	5,179	4,838	6,350	6,305	6,927	6,504	6,112	5,904	6,853	6,080	6,755	7,994	11,642	+6.4	-6.1	+6.6
South																
Retail trade, total	**35,370**	**33,284**	**38,538**	**38,749**	**41,775**	**39,303**	**38,028**	**38,504**	**40,360**	**37,610**	**38,052**	**38,711**	**46,050**	**+3.4**	**-5.9**	**+3.5**
Durable goods, total	13,649	12,834	14,645	15,595	16,831	15,809	15,205	15,578	16,018	15,397	14,627	13,911	15,815	+4.0	-6.1	+2.9
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,041	2,999	2,931	2,488	2,615	2,492	2,396	2,554	2,258	2,271	+17.8	-2.3	+17.6
Automotive dealers	8,405	7,901	8,690	9,326	10,283	9,415	9,476	9,747	10,095	9,853	8,705	7,957	8,051	-.6	-8.4	-2.1
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	2,037	2,076	1,894	1,883	2,005	1,863	1,950	2,101	2,651	+9.6	+1.9	+8.7
Nondurable goods, total	21,721	20,450	23,893	23,154	24,944	23,494	22,823	22,926	24,342	22,213	23,425	24,800	30,235	+2.9	-5.8	+4.0
General mdse. group stores	3,192	3,300	4,485	4,332	4,786	4,329	4,184	3,939	4,569	4,004	4,367	5,477	8,512	+3.5	-9.5	+4.6
Department stores	2,604	2,676	3,655	3,537	3,930	3,587	3,388	3,204	3,722	3,234	3,551	4,404	6,794	+5.9	-8.7	+6.1
Food stores	8,138	7,476	8,353	8,017	8,710	8,203	8,098	8,300	8,511	7,866	8,096	8,322	8,626	+1.3	-5.8	+3.7
Grocery stores	7,859	7,208	8,050	7,735	8,419	7,930	7,806	8,003	8,217	7,587	7,798	8,015	8,270	+1.6	-5.8	+4.1
Gasoline service stations	2,624	2,293	2,317	2,302	2,445	2,410	2,787	2,892	2,861	2,635	2,685	2,584	2,733	-13.5	-1.4	-5.8
Apparel & accessory stores	1,514	1,448	2,105	1,879	2,010	1,772	1,665	1,624	1,985	1,745	1,799	2,077	3,164	+6.4	-11.8	+7.8
Eating & drinking places	3,324	3,130	3,649	3,821	4,069	4,069	3,614	3,631	3,734	3,369	3,507	3,379	3,407	+12.6	.0	+6.3
Drug & proprietary stores	1,281	1,229	1,361	1,288	1,353	1,275	1,166	1,187	1,241	1,136	1,265	1,275	1,714	+9.3	-5.8	+10.2
GAF, total[1]	7,512	7,370	9,543	9,079	9,952	9,202	8,697	8,377	9,595	8,568	9,171	10,930	16,771	+5.8	-7.5	+6.2
West																
Retail trade, total	**22,520**	**21,298**	**23,942**	**23,852**	**25,788**	**25,007**	**24,162**	**24,341**	**25,646**	**23,984**	**24,180**	**24,670**	**29,441**	**+3.5**	**-3.0**	**+3.4**
Durable goods, total	8,595	8,174	9,104	9,372	10,075	9,926	9,269	9,266	9,652	9,444	9,044	8,796	10,229	+7.1	-1.5	+4.0
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,546	1,598	1,670	1,386	1,359	1,452	1,328	1,327	1,189	1,209	+20.5	+4.5	+17.4
Automotive dealers	5,053	4,884	5,364	5,454	5,948	5,784	5,569	5,586	5,725	5,619	5,123	4,903	5,073	+3.9	-2.8	+1.0
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,246	1,338	1,314	1,190	1,222	1,260	1,225	1,308	1,342	1,733	+10.4	-1.8	+5.8
Nondurable goods, total	13,925	13,124	14,838	14,480	15,713	15,081	14,893	15,075	15,994	14,540	15,136	15,874	19,212	+1.3	-4.0	+3.1
General mdse. group stores	2,046	2,069	2,553	2,480	2,776	2,596	2,584	2,426	2,817	2,532	2,706	3,327	4,985	+.5	-6.5	+3.7
Department stores	1,765	1,782	2,209	2,146	2,399	2,248	2,228	2,111	2,410	2,176	2,315	2,831	4,295	+.9	-6.3	+3.5
Food stores	5,065	4,623	5,148	5,021	5,478	5,177	5,008	5,116	5,263	4,709	4,972	5,089	5,472	+3.4	-5.5	+5.1
Grocery stores	4,709	4,274	4,757	4,636	5,074	4,783	4,672	4,776	4,914	4,374	4,618	4,727	4,959	+2.4	-5.7	+4.0
Gasoline service stations	1,582	1,467	1,496	1,463	1,583	1,590	1,795	1,861	1,893	1,757	1,766	1,680	1,719	-11.4	+.4	-7.1
Apparel & accessory stores	999	975	1,224	1,176	1,286	1,301	1,156	1,145	1,315	1,179	1,204	1,438	2,050	+12.5	+1.2	+9.2
Eating & drinking paces	2,518	2,344	2,679	2,632	2,793	2,740	2,668	2,793	2,853	2,595	2,618	2,480	2,592	+2.7	-1.9	+4.7
Drug & proprietary stores	770	708	795	786	825	798	788	816	843	775	810	798	1,140	+1.3	-3.3	+2.0
GAF, total[1]	5,133	4,967	5,915	5,780	6,369	6,155	5,871	5,680	6,401	5,877	6,190	7,219	10,692	+4.8	-3.4	+4.6

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. **Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions**

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986						1985							Percent change		
														June 1986 from--		6 mos. 1986 from 6 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June[p]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1985	May 1986	
New England	**7,150**	**6,664**	**7,480**	**7,630**	**8,359**	**8,160**	**7,353**	**7,361**	**7,729**	**7,461**	**7,777**	**7,811**	**9,108**	**+11.0**	**-2.4**	**+11.2**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,693	5,078	4,781	4,561	4,638	4,965	4,517	5,008	5,289	6,266	+4.8	-5.8	+5.9
Gen. mdse. group stores	513	539	702	717	839	759	692	621	775	695	767	971	1,471	+9.7	-9.5	+6.4
Department stores	407	411	555	571	673	607	566	502	619	549	622	782	1,179	+7.2	-9.8	+6.1
Food stores	1,534	1,360	1,494	1,470	1,630	1,540	1,510	1,582	1,644	1,441	1,557	1,536	1,562	+2.0	-5.5	+6.4
GAF, total[1]	1,238	1,261	1,590	1,598	1,834	1,695	1,538	1,393	1,714	1,543	1,710	2,059	3,070	+10.2	-7.6	+10.4
Middle Atlantic	**16,301**	**15,239**	**17,504**	**17,750**	**19,548**	**18,820**	**17,253**	**17,153**	**17,924**	**17,174**	**17,667**	**18,392**	**21,678**	**+9.1**	**-3.7**	**+7.8**
Durable goods, total	5,706	5,513	6,370	7,020	7,651	7,641	6,338	6,383	6,450	6,450	6,213	6,258	6,950	+20.6	-.1	+15.9
Automotive dealers	3,311	3,257	3,846	4,212	4,475	4,472	3,774	3,834	3,785	3,916	3,463	3,236	3,089	+18.5	-.1	+14.3
Nondurable goods, total	10,595	9,726	11,134	10,730	11,897	11,179	10,915	10,770	11,474	10,724	11,454	12,134	14,728	+2.4	-6.0	+3.4
Gen. mdse. group stores	1,248	1,318	1,740	1,741	2,062	1,823	1,758	1,547	1,883	1,745	1,973	2,464	3,654	+3.7	-11.6	+3.3
Department stores	1,080	1,141	1,529	1,536	1,836	1,615	1,535	1,328	1,641	1,519	1,732	2,187	3,216	+5.2	-12.0	+4.7
Food stores	3,858	3,484	3,884	3,669	4,049	3,823	3,613	3,715	3,794	3,554	3,709	3,814	4,026	+5.8	-5.6	+7.9
Gasoline service stations	1,103	956	981	884	951	939	1,174	1,208	1,218	1,092	1,118	1,077	1,152	-20.0	-1.3	-14.3
Apparel & accessory strs.	869	792	1,116	1,083	1,295	1,130	1,020	909	1,141	1,063	1,175	1,309	1,856	+10.8	-12.7	+7.7
Eating & drinking places	1,498	1,393	1,594	1,642	1,807	1,793	1,799	1,828	1,873	1,747	1,737	1,646	1,676	-.3	-.8	+1.2
Drug & proprietary stores	588	553	644	643	672	673	562	565	575	551	595	581	747	+19.8	+.1	+13.9
GAF, total[1]	3,681	3,610	4,458	4,408	5,129	4,744	4,258	3,899	4,603	4,299	4,801	5,744	8,373	+11.4	-7.5	+8.6
East North Central	**16,969**	**16,300**	**18,923**	**19,572**	**21,180**	**20,405**	**19,732**	**19,611**	**20,400**	**19,370**	**19,545**	**19,931**	**22,888**	**+3.4**	**-3.7**	**+3.7**
Durable goods, total	5,975	6,021	7,021	7,827	8,466	8,333	7,603	7,644	7,649	7,568	6,937	6,632	7,441	+9.6	-1.6	+6.6
Automotive dealers	3,879	4,047	4,664	5,177	5,502	5,432	5,017	5,041	4,930	5,029	4,158	3,808	3,883	+8.3	-1.3	+5.0
Furniture, home furn. strs.	843	764	912	913	845	962	831	856	946	881	968	1,068	1,326	+15.8	+1.8	+14.3
Nondurable goods, total	10,994	10,279	11,902	11,745	12,714	12,072	12,129	11,967	12,751	11,802	12,608	13,299	15,447	-.5	-5.0	+2.0
Gen. mdse. group stores	1,661	1,616	2,236	2,273	2,474	2,298	2,199	2,063	2,415	2,136	2,405	2,961	4,313	+4.5	-7.1	+3.5
Department stores	1,480	1,443	2,008	2,033	2,220	2,072	1,941	1,816	2,145	1,900	2,146	2,672	3,878	+6.7	-6.7	+5.0
Food stores	3,647	3,325	3,668	3,542	3,976	3,700	3,733	3,751	3,912	3,542	3,642	3,757	3,893	-.9	-6.9	+1.6
Gasoline service stations	1,547	1,347	1,333	1,271	1,368	1,424	1,750	1,790	1,743	1,666	1,724	1,615	1,671	-18.6	+4.1	-14.7
Apparel & accessory strs.	758	661	963	907	994	881	861	817	1,003	867	957	1,141	1,576	+2.3	-11.4	+7.7
Eating & drinking places	1,574	1,640	1,889	1,960	2,065	2,041	1,934	1,836	1,922	1,823	1,853	1,777	1,600	+5.5	-1.2	+11.1
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,545	4,981	4,680	4,421	4,241	4,900	4,359	4,834	5,789	8,405	+5.9	-6.0	+6.7
West North Central	**7,332**	**6,876**	**7,849**	**8,157**	**8,771**	**8,359**	**8,249**	**8,255**	**8,713**	**8,243**	**8,529**	**8,545**	**9,481**	**+1.3**	**-4.7**	**+.8**
Durable goods, total	2,690	2,599	3,020	3,347	3,552	3,477	3,385	3,325	3,520	3,362	3,197	3,001	3,069	+2.7	-2.1	+1.3
Automotive dealers	1,703	1,728	1,960	2,207	2,302	2,185	2,201	2,159	2,265	2,204	1,919	1,779	1,630	-.7	-5.1	-1.7
Nondurable goods, total	4,642	4,277	4,829	4,810	5,219	4,882	4,864	4,930	5,193	4,881	5,332	5,544	6,412	+.4	-6.5	+.4
Gen. mdse. group stores	723	708	945	955	1,080	977	926	892	1,054	915	999	1,222	1,785	+5.5	-9.5	+4.3
Department stores	618	596	813	821	927	856	789	756	899	776	850	1,034	1,541	+8.5	-7.7	+6.5
Food stores	1,706	1,545	1,666	1,635	1,792	1,701	1,639	1,684	1,713	1,641	1,733	1,779	1,830	+3.8	-5.1	+2.9
Gasoline service stations	664	566	561	574	618	608	776	792	759	726	803	787	775	-21.6	-1.6	-16.4
Apparel & accessory strs.	260	236	331	309	322	298	264	283	340	293	346	375	532	+12.9	-7.5	+9.1
GAF, total[1]	1,510	1,403	1,793	1,760	1,946	1,824	1,691	1,663	1,953	1,721	1,921	2,205	3,237	+7.9	-6.3	+6.2
South Atlantic	**18,748**	**17,664**	**20,445**	**20,657**	**22,199**	**20,830**	**19,483**	**19,726**	**20,771**	**19,474**	**19,919**	**20,258**	**24,042**	**+6.9**	**-6.2**	**+6.1**
Durable goods, total	7,844	7,377	8,351	8,978	9,674	9,122	8,275	8,548	8,798	8,518	8,191	7,881	8,855	+10.2	-5.7	+7.1
Automotive dealers	4,825	4,576	4,967	5,423	5,966	5,470	5,203	5,437	5,618	5,527	4,963	4,582	4,507	+5.1	-8.3	+1.4
Furniture, home furn. strs.	1,015	958	1,081	1,036	1,126	1,171	1,009	992	1,064	987	1,058	1,183	1,461	+16.1	+4.0	+12.3
Nondurable goods, total	10,904	10,287	12,094	11,679	12,525	11,708	11,208	11,178	11,973	10,956	11,728	12,377	15,187	+4.5	-6.5	+5.3
Gen. mdse. group stores	1,564	1,642	2,214	2,170	2,374	2,127	2,053	1,887	2,232	1,958	2,149	2,749	4,327	+3.6	-10.4	+5.0
Department stores	1,250	1,303	1,775	1,739	1,912	1,742	1,638	1,507	1,789	1,577	1,735	2,170	3,393	+6.3	-8.9	+6.2
Food stores	4,024	3,635	4,113	3,937	4,294	4,047	3,920	4,002	4,137	3,812	4,009	4,116	4,250	+3.2	-5.8	+4.0
Gasoline service stations	1,431	1,263	1,269	1,257	1,294	1,259	1,381	1,457	1,495	1,387	1,431	1,356	1,445	-8.8	-2.7	-2.0
Apparel & accessory strs.	717	687	1,054	946	1,011	894	787	760	914	805	872	994	1,513	+13.6	-11.6	+13.0
GAF, total[1]	3,805	3,786	4,900	4,678	5,096	4,735	4,317	4,106	4,728	4,223	4,631	5,578	8,551	+9.7	-7.1	+8.7
East South Central	**5,536**	**5,162**	**6,076**	**6,174**	**6,774**	**6,415**	**6,119**	**6,401**	**6,619**	**6,184**	**6,370**	**6,338**	**7,364**	**+4.8**	**-5.3**	**+5.5**
Durable goods, total	1,917	1,853	2,200	2,352	2,634	2,495	2,239	2,424	2,470	2,378	2,312	2,100	2,288	+11.4	-5.3	+11.1
Nondurable goods, total	3,619	3,309	3,876	3,822	4,140	3,920	3,880	3,977	4,149	3,806	4,058	4,238	5,076	+1.0	-5.3	+2.4
Gen. mdse. group stores	544	556	796	785	852	759	732	707	807	710	787	1,006	1,506	+3.7	-10.9	+9.2
Department stores	422	424	613	606	661	607	562	538	617	536	595	772	1,134	+8.0	-8.2	+9.4
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,460	1,577	1,413	1,365	1,373	1,555	1,376	1,491	1,791	2,681	+3.5	-10.4	+11.6
West South Central	**11,086**	**10,458**	**12,017**	**11,918**	**12,802**	**12,058**	**12,426**	**12,377**	**12,970**	**11,952**	**11,763**	**12,115**	**14,644**	**-3.0**	**-5.8**	**-1.5**
Durable goods, total	3,888	3,604	4,094	4,265	4,523	4,192	4,691	4,606	4,750	4,501	4,124	3,930	4,672	-10.6	-7.3	-8.4
Automotive dealers	2,308	2,086	2,249	2,364	2,518	2,282	2,827	2,756	2,884	2,784	2,337	2,143	2,283	-19.3	-9.4	-15.1
Nondurable goods, total	7,198	6,854	7,923	7,653	8,279	7,866	7,735	7,771	8,220	7,451	7,639	8,185	9,972	+1.7	-5.0	+2.7
Gen. mdse. group stores	1,084	1,102	1,475	1,377	1,560	1,443	1,399	1,345	1,530	1,336	1,431	1,722	2,679	+3.1	-7.5	+1.8
Department stores	932	949	1,267	1,192	1,357	1,238	1,188	1,159	1,316	1,121	1,221	1,462	2,267	+4.2	-8.8	+4.5
Food stores	2,783	2,664	2,899	2,756	2,955	2,756	2,817	2,904	2,956	2,728	2,747	2,871	2,981	-2.2	-6.7	+3.8
Apparel & accessory strs.	601	566	748	656	702	632	638	621	774	692	666	776	1,194	-.9	-10.0	+1.4
GAF, total[1]	2,596	2,496	3,146	2,941	3,279	3,054	3,015	2,898	3,312	2,969	3,049	3,561	5,539	+1.3	-6.9	+.3
Mountain	**5,719**	**5,353**	**5,908**	**5,818**	**6,301**	**6,045**	**6,032**	**6,195**	**6,685**	**5,914**	**6,172**	**6,284**	**7,383**	**+.2**	**-4.1**	**+1.5**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,628	3,910	3,719	3,838	3,933	4,264	3,680	3,904	4,098	4,841	-3.1	-4.9	+.5
Gen. mdse. group stores	492	499	635	600	679	612	630	585	710	620	668	842	1,249	-2.9	-9.9	+2.1
Department stores	403	401	523	502	571	521	493	479	554	492	535	648	998	+5.7	-8.8	+6.4
Food stores	1,386	1,269	1,411	1,342	1,440	1,342	1,407	1,431	1,487	1,245	1,365	1,405	1,462	-4.6	-6.8	+.4
GAF, total[1]	1,208	1,164	1,439	1,343	1,460	1,335	1,339	1,291	1,501	1,370	1,465	1,693	2,617	-.3	-8.6	+1.6
Pacific	**16,801**	**15,946**	**18,034**	**18,034**	**19,487**	**18,962**	**18,130**	**18,146**	**19,061**	**18,070**	**18,008**	**18,386**	**22,058**	**+4.6**	**-2.7**	**+4.1**
Durable goods, total	6,445	6,201	7,007	7,182	7,684	7,600	7,075	7,004	7,331	7,210	6,776	6,610	7,687	+7.4	-1.1	+4.2
Automotive dealers	3,819	3,727	4,217	4,242	4,572	4,450	4,292	4,223	4,373	4,339	3,862	3,707	3,910	+3.7	-2.7	+.1
Furniture, home furn. strs.	972	872	962	962	1,037	1,027	923	960	990	953	1,010	1,044	1,329	+11.3	-1.0	+9.3
Nondurable goods, total	10,356	9,744	11,027	10,852	11,803	11,362	11,055	11,142	11,730	10,860	11,232	11,776	14,371	+2.8	-3.7	+4.0
Gen. mdse. group stores	1,554	1,570	1,918	1,880	2,097	1,984	1,954	1,841	2,107	1,912	2,038	2,485	3,736	+1.5	-5.4	+4.3
Depatment stores	1,362	1,381	1,686	1,644	1,828	1,727	1,735	1,632	1,856	1,684	1,780	2,183	3,297	-.5	-5.5	+2.7
Food stores	3,679	3,354	3,737	3,679	4,038	3,835	3,601	3,685	3,776	3,464	3,607	3,684	4,010	+6.5	-5.0	+6.9
Gasoline service stations	1,071	1,021	1,067	1,062	1,148	1,136	1,239	1,258	1,282	1,195	1,188	1,129	1,173	-8.3	-1.0	-5.3
Apparel & accessory strs.	784	768	940	917	1,027	1,069	942	920	1,044	946	949	1,159	1,594	+13.5	+4.1	+8.8
Eating & drinking places	1,950	1,774	2,037	2,003	2,119	2,056	2,041	2,106	2,127	2,001	2,035	1,918	2,011	+.7	-3.0	+3.9
Drug & proprietary stores	632	575	643	632	652	629	610	629	651	614	645	638	933	+3.1	-3.5	+6.9
GAF, total[1]	3,925	3,803	4,476	4,437	4,909	4,820	4,532	4,389	4,900	4,507	4,725	5,526	8,075	+6.4	-1.8	+5.5

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 8. **Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States**

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986						1985							Percent change		
														June 1986 from--		6 mos. 1986 from 6 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June[p]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1985	May 1986	
California, total	13,260	12,539	14,131	14,082	15,118	14,693	14,124	14,132	14,784	13,980	14,015	14,445	17,359	+4.0	-2.8	+4.3
Durable goods, total	5,288	5,042	5,708	5,823	6,193	6,141	5,667	5,641	5,860	5,707	5,412	5,345	6,350	+8.4	-.8	+5.6
Nondurable goods, total	7,972	7,497	8,423	8,259	8,925	8,552	8,457	8,491	8,924	8,273	8,603	9,100	11,009	+1.1	-4.2	+3.4
Department stores	1,070	1,092	1,316	1,288	1,438	1,360	1,372	1,276	1,435	1,314	1,392	1,742	2,626	-.9	-5.4	+2.1
GAF, total[1]	2,973	2,917	3,422	3,369	3,741	3,655	3,491	3,342	3,699	3,426	3,576	4,239	6,244	+4.7	-2.3	+4.7
Florida, total	6,118	5,886	6,518	6,317	6,647	6,213	5,581	5,677	5,913	5,635	5,907	6,148	7,359	+11.3	-6.5	+8.9
Durable goods, total	2,825	2,696	2,810	2,848	3,053	2,872	2,387	2,502	2,569	2,607	2,643	2,652	3,036	+20.3	-5.9	+12.8
Nondurable goods, total	3,293	3,190	3,708	3,469	3,594	3,341	3,194	3,175	3,344	3,028	3,264	3,496	4,323	+4.6	-7.0	+5.8
Department stores	449	474	606	563	601	551	532	493	576	487	551	665	1,068	+3.6	-8.3	+4.9
GAF, total[1]	1,441	1,413	1,730	1,584	1,620	1,520	1,402	1,348	1,482	1,324	1,492	1,751	2,705	+8.4	-6.2	+10.5
Illinois, total	4,561	4,355	5,132	5,288	5,720	5,458	5,328	5,332	5,490	5,191	5,333	5,425	6,315	+2.4	-4.6	+2.4
Nondurable goods, total	2,965	2,776	3,289	3,238	3,508	3,257	3,374	3,272	3,472	3,269	3,558	3,720	4,363	-3.5	-7.2	+1.2
Department stores	387	376	521	527	580	545	514	476	563	498	561	687	1,027	+6.0	-6.0	+3.8
GAF, total[1]	1,038	985	1,299	1,291	1,445	1,337	1,260	1,174	1,361	1,231	1,341	1,600	2,334	+6.1	-7.5	+6.3
Indiana, total	2,256	2,239	2,447	2,515	2,734	2,653	2,625	2,540	2,745	2,535	2,509	2,567	2,884	+1.1	-3.0	-.2
Nondurable goods, total	1,538	1,441	1,661	1,624	1,779	1,686	1,681	1,657	1,791	1,610	1,700	1,777	2,066	+.3	-5.2	+.2
Department stores	174	171	247	243	269	250	231	218	261	220	255	328	489	+8.2	-7.1	+6.4
GAF, total[1]	419	386	540	521	555	522	499	467	560	496	562	670	997	+4.6	-5.9	+6.5
Louisiana, total	1,616	1,527	1,700	1,674	1,851	1,752	1,800	1,771	1,837	1,708	1,667	1,860	2,134	-2.7	-5.3	-1.6
Nondurable goods, total	1,116	1,045	1,181	1,098	1,225	1,154	1,173	1,177	1,249	1,134	1,164	1,291	1,522	-1.6	-5.8	+.8
Department stores	133	136	189	166	195	185	171	170	188	157	175	219	328	+8.2	-5.1	+3.4
GAF, total[1]	354	344	464	429	476	441	428	415	466	412	436	549	806	+3.0	-7.4	+2.5
Maryland, total	2,077	1,979	2,414	2,419	2,671	2,470	2,326	2,299	2,427	2,292	2,317	2,367	2,812	+6.2	-7.5	+7.6
Nondurable goods, total	1,228	1,142	1,373	1,340	1,469	1,358	1,337	1,326	1,440	1,334	1,376	1,468	1,758	+1.6	-7.6	+1.6
Department stores	149	156	211	215	252	224	208	185	218	210	229	289	440	+7.7	-11.1	+5.0
GAF, total[1]	436	442	619	593	688	629	523	483	566	520	580	682	1,065	+20.3	-8.6	+15.6
Massachusetts, total	3,336	3,105	3,594	3,666	4,013	3,946	3,551	3,516	3,642	3,594	3,728	3,702	4,249	+11.1	-1.7	+10.5
Nondurable goods, total	2,082	1,901	2,140	2,118	2,310	2,168	2,077	2,112	2,246	2,037	2,272	2,395	2,734	+4.4	-6.1	+6.8
Department stores	193	198	264	268	317	282	265	236	290	261	296	368	552	+6.4	-11.0	+5.8
GAF, total[1]	590	598	773	759	870	804	724	632	805	728	822	988	1,450	+11.0	-7.6	+10.7
Michigan, total	3,912	3,788	4,384	4,514	5,039	4,831	4,405	4,404	4,597	4,337	4,417	4,556	5,317	+9.7	-4.1	+9.0
Durable goods, total	1,346	1,399	1,632	1,818	2,099	2,004	1,736	1,773	1,787	1,737	1,654	1,603	1,822	+15.4	-4.5	+11.0
Nondurable goods, total	2,566	2,389	2,752	2,696	2,940	2,827	2,669	2,631	2,810	2,600	2,763	2,953	3,495	+5.9	-3.8	+7.7
Department stores	403	381	504	513	571	540	498	466	527	485	538	652	889	+8.4	-5.4	+7.1
GAF, total[1]	971	896	1,163	1,164	1,312	1,233	1,134	1,133	1,269	1,109	1,246	1,477	2,045	+8.7	-6.0	+11.4
Minnesota, total	2,002	1,905	2,110	2,248	2,405	2,323	2,299	2,219	2,348	2,289	2,370	2,328	2,518	+1.0	-3.4	-.2
Nondurable goods, total	1,177	1,122	1,239	1,256	1,408	1,330	1,286	1,266	1,336	1,253	1,370	1,421	1,626	+3.4	-5.5	+1.0
Department stores	161	157	211	210	234	221	207	190	235	208	237	266	391	+6.8	-5.6	+4.3
GAF, total[1]	385	354	451	460	490	469	417	399	484	439	484	556	795	+12.5	-4.3	+11.4
Missouri, total	2,287	2,204	2,590	2,578	2,784	2,607	2,571	2,545	2,738	2,584	2,594	2,649	2,933	+1.4	-6.4	+2.8
Nondurable goods, total	1,488	1,360	1,575	1,534	1,640	1,527	1,499	1,504	1,603	1,513	1,650	1,728	2,020	+1.9	-6.9	+3.4
Department stores	203	199	268	274	305	281	260	248	293	252	273	348	512	+8.1	-7.9	+7.4
GAF, total[1]	454	431	569	551	605	560	536	507	592	530	563	687	1,021	+4.5	-7.4	+4.2
New Jersey, total	3,868	3,499	4,052	4,202	4,672	4,461	4,066	4,044	4,146	4,019	4,104	4,238	5,128	+9.7	-4.5	+9.6
Nondurable goods, total	2,393	2,118	2,486	2,411	2,662	2,505	2,574	2,530	2,613	2,450	2,586	2,729	3,347	-2.7	-5.9	+.4
Department stores	227	258	334	340	415	363	336	281	359	334	373	476	737	+8.0	-12.5	+8.2
GAF, total[1]	900	884	1,083	1,064	1,236	1,128	1,028	950	1,099	1,022	1,143	1,387	2,034	+9.7	-8.7	+8.6
New York, total	7,611	7,066	8,008	8,138	8,885	8,635	7,788	7,758	8,190	7,860	8,183	8,425	9,931	+10.9	-2.8	+7.4
Durable goods, total	2,629	2,491	2,854	3,148	3,337	3,383	2,829	2,849	2,909	2,903	2,842	2,861	3,165	+19.6	+1.4	+13.9
Nondurable goods, total	4,982	4,575	5,154	4,990	5,548	5,252	4,959	4,909	5,281	4,957	5,341	5,564	6,766	+5.9	-5.3	+3.9
Department stores	482	503	658	659	807	711	678	578	709	664	763	926	1,374	+4.9	-11.9	+3.9
GAF, total[1]	1,805	1,735	2,102	2,110	2,496	2,322	2,023	1,827	2,173	2,068	2,298	2,676	3,951	+14.8	-7.0	+11.4
North Carolina, total	2,635	2,409	2,724	2,858	3,209	3,153	2,976	3,001	3,140	2,830	2,843	2,895	3,483	+5.9	-1.7	+4.9
Nondurable goods, total	1,544	1,456	1,669	1,611	1,846	1,761	1,606	1,586	1,730	1,566	1,696	1,830	2,262	+9.7	-4.6	+8.8
Department stores	134	131	190	195	214	196	183	171	202	178	188	239	385	+7.1	-8.4	+6.0
GAF, total[1]	497	477	627	623	712	651	621	590	675	591	629	777	1,211	+4.8	-8.6	+3.7
Ohio, total	4,506	4,284	5,029	5,243	5,484	5,313	5,157	5,239	5,367	5,160	5,128	5,164	5,879	+3.0	-3.1	+3.9
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,917	3,078	2,927	3,043	3,076	3,221	2,966	3,136	3,283	3,843	-3.8	-4.9	-1.8
Department stores	366	367	530	541	575	531	504	477	573	504	566	713	1,063	+5.4	-7.7	+3.9
GAF, total[1]	861	820	1,105	1,105	1,173	1,114	1,065	1,026	1,186	1,061	1,171	1,422	2,144	+4.6	-5.0	+4.6
Pennsylvania, total	4,822	4,674	5,444	5,410	5,991	5,724	5,399	5,351	5,588	5,295	5,380	5,729	6,619	+6.0	-4.5	+7.1
Durable goods, total	1,602	1,641	1,950	2,081	2,304	2,302	2,017	2,020	2,008	1,978	1,853	1,888	2,004	+14.1	-.1	+10.9
Nondurable goods, total	3,220	3,033	3,494	3,329	3,687	3,422	3,382	3,331	3,580	3,317	3,527	3,841	4,615	+1.2	-7.2	+5.0
Department stores	371	380	537	537	614	541	521	469	573	521	596	785	1,105	+3.8	-11.9	+3.4
GAF, total[1]	976	991	1,273	1,234	1,397	1,294	1,207	1,122	1,331	1,209	1,360	1,681	2,388	+7.2	-7.4	+4.0
Tennessee, total	2,030	1,894	2,330	2,388	2,553	2,351	2,194	2,274	2,362	2,253	2,317	2,297	2,800	+7.2	-7.9	+10.4
Nondurable goods, total	1,273	1,159	1,402	1,406	1,465	1,374	1,377	1,400	1,469	1,358	1,447	1,524	1,861	-.2	-6.2	+3.6
Department stores	153	153	222	217	237	215	203	195	225	195	217	284	420	+5.9	-9.3	+7.9
GAF, total[1]	430	411	573	554	600	535	501	491	580	513	575	709	1,075	+6.8	-10.8	+12.8
Texas, total	7,400	7,038	8,135	8,109	8,619	8,102	8,356	8,351	8,777	8,097	7,919	8,081	9,882	-3.0	-6.0	-1.8
Durable goods, total	2,644	2,468	2,836	2,973	3,144	2,913	3,231	3,191	3,337	3,145	2,877	2,698	3,236	-9.8	-7.3	-9.0
Nondurable goods, total	4,756	4,570	5,299	5,136	5,475	5,189	5,125	5,160	5,440	4,952	5,042	5,383	6,646	+1.2	-5.2	+2.7
Department stores	611	629	825	775	879	794	773	755	862	744	806	950	1,498	+2.7	-9.7	+4.0
GAF, total[1]	1,768	1,712	2,099	1,980	2,200	2,003	2,035	1,948	2,234	2,033	2,053	2,356	3,723	-1.6	-9.0	-1.2
Virginia, total	2,550	2,354	2,882	2,927	3,082	2,895	2,800	2,826	2,968	2,756	2,804	2,810	3,310	+3.4	-6.1	+3.4
Nondurable goods, total	1,625	1,545	1,867	1,813	1,955	1,831	1,773	1,771	1,851	1,645	1,769	1,839	2,280	+3.3	-6.3	+1.9
Department stores	157	161	227	224	255	231	211	197	235	214	233	304	460	+9.5	-9.4	+7.6
GAF, total[1]	478	464	615	618	679	632	554	547	629	580	636	788	1,119	+14.1	-6.9	+8.2
Wisconsin, total	1,734	1,634	1,931	2,012	2,203	2,150	2,217	2,096	2,201	2,147	2,158	2,219	2,493	-3.0	-2.4	+.8
Durable goods, total	570	497	655	742	794	775	855	765	744	790	707	653	813	-9.4	-2.4	-4.3
Nondurable goods, total	1,164	1,137	1,276	1,270	1,409	1,375	1,362	1,331	1,457	1,357	1,451	1,566	1,680	+1.0	-2.4	+3.7
Department stores	150	148	206	209	225	206	194	179	221	193	226	292	410	+6.2	-8.4	+4.4
GAF, total[1]	380	348	450	464	496	474	463	441	524	462	514	620	885	+2.4	-4.4	+1.9

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986						1985							Percent change		
														June 1986 from--		6 mos. 1986 from 6 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June^p	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1985	May 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	**3,392**	**3,295**	**3,777**	**3,853**	**4,115**	**3,932**	**3,691**	**3,832**	**4,005**	**3,788**	**3,932**	**4,003**	**4,608**	**+6.5**	**-4.4**	**+6.1**
Nondurable goods, total	2,176	2,073	2,395	2,331	2,486	2,322	2,315	2,315	2,502	2,345	2,586	2,718	3,177	+.3	-6.6	+4.6
Department stores	267	262	362	361	400	378	363	333	399	357	404	479	732	+4.1	-5.5	+1.0
GAF, total[2]	756	721	944	925	1,027	962	895	840	996	925	1,003	1,183	1,730	+7.5	-6.3	+7.4
New York, N.Y.-Northeastern N.J.- Southwestern Ct., total	**7,755**	**7,272**	**8,285**	**8,295**	**9,143**	**8,804**	**7,966**	**7,723**	**7,975**	**7,866**	**8,196**	**8,517**	**10,244**	**+10.5**	**-3.7**	**+8.6**
Nondurable goods, total	5,107	4,697	5,321	5,086	5,585	5,296	5,107	4,867	5,136	4,932	5,325	5,617	6,908	+3.7	-5.2	+3.9
Department stores	472	524	661	656	816	710	673	547	688	660	759	918	1,409	+5.5	-13.0	+5.1
GAF, total[2]	1,919	1,910	2,297	2,311	2,671	2,478	2,224	2,001	2,268	2,195	2,445	2,859	4,177	+11.4	-7.2	+8.4
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., total	**1,352**	**1,325**	**1,461**	**1,435**	**1,594**	**1,527**	**1,540**	**1,508**	**1,560**	**1,459**	**1,413**	**1,507**	**1,816**	**-.8**	**-4.2**	**+2.5**
Nondurable goods, total	771	742	831	815	890	867	836	833	871	804	846	911	1,119	+3.7	-2.6	+5.1
Department stores	108	111	129	130	143	137	141	129	137	132	140	179	276	-2.8	-4.2	+.3
GAF, Total[2]	319	318	370	357	393	406	400	377	407	382	376	462	692	+1.5	+3.3	+1.6
Atlanta, Ga., total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	111	120	167	163	179	166	156	140	175	154	165	207	319	+6.4	-7.3	+6.7
GAF, total[2]	247	266	354	341	393	356	329	300	360	331	354	438	650	+8.2	-9.4	+6.2
Baltimore, Md., total	**958**	**913**	**1,081**	**1,099**	**1,239**	**1,130**	**1,084**	**1,090**	**1,150**	**1,043**	**1,094**	**1,155**	**1,315**	**+4.2**	**-8.8**	**+5.3**
Nondurable goods, total	652	609	686	687	754	704	673	679	744	679	739	791	913	+4.6	-6.6	+2.5
Department stores	67	70	97	97	115	101	95	82	98	95	105	136	207	+6.3	-12.2	+4.2
GAF, total[2]	200	197	258	257	286	262	244	223	264	244	269	323	502	+7.4	-8.4	+5.4
Boston, Mass[3]., total	**2,188**	**2,004**	**2,282**	**2,392**	**2,563**	**2,462**	**2,331**	**2,302**	**2,356**	**2,291**	**2,435**	**2,416**	**2,767**	**+5.6**	**-3.9**	**+7.4**
Nondurable goods, total	1,351	1,217	1,351	1,370	1,468	1,356	1,337	1,330	1,415	1,292	1,479	1,536	1,748	+1.4	-7.6	+5.0
Department stores	121	127	166	167	199	174	164	143	178	165	187	229	349	+6.1	-12.6	+5.6
GAF, total[2]	399	386	502	510	573	523	488	429	556	511	571	674	980	+7.2	-8.7	+5.2
Chicago, Ill., total	**3,123**	**3,052**	**3,500**	**3,557**	**3,830**	**3,661**	**3,390**	**3,525**	**3,695**	**3,504**	**3,629**	**3,715**	**4,295**	**+8.0**	**-4.4**	**+7.0**
Nondurable goods, total	1,968	1,884	2,188	2,120	2,268	2,116	2,103	2,100	2,271	2,140	2,364	2,491	2,926	+.6	-6.7	+4.8
Department stores	249	244	336	333	370	349	337	309	369	333	376	443	678	+3.6	-5.7	+.6
GAF, total[2]	719	690	898	879	982	917	845	795	939	877	947	1,121	1,636	+8.5	-6.6	+7.9
Cleveland, Ohio, total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	495	453	521	534	564	517	530	541	561	527	560	581	710	-2.5	-8.3	.0
Department stores	68	68	95	104	108	99	96	90	104	99	108	131	200	+3.1	-8.3	-.2
GAF, total[2]	171	164	215	225	239	221	211	206	241	221	239	290	438	+4.7	-7.5	+4.0
Dallas-Fort Worth, Tex., total	**1,824**	**1,756**	**2,042**	**2,081**	**2,262**	**2,214**	**2,147**	**2,202**	**2,331**	**2,115**	**2,138**	**2,187**	**2,506**	**+3.1**	**-2.1**	**-2.7**
Nondurable goods, total	1,148	1,087	1,281	1,279	1,378	1,367	1,277	1,295	1,433	1,316	1,316	1,443	1,649	+7.0	-.8	+.6
Department stores	168	169	224	212	242	216	207	201	226	210	228	275	430	+4.3	-10.7	+5.0
GAF, total[2]	450	453	578	553	629	585	537	513	614	618	592	665	988	+8.9	-7.0	+3.0
Detroit, Mich., total	**1,943**	**1,932**	**2,202**	**2,256**	**2,505**	**2,408**	**2,175**	**2,138**	**2,160**	**2,048**	**2,118**	**2,224**	**2,682**	**+10.7**	**-3.9**	**+9.6**
Nondurable goods, total	1,248	1,248	1,430	1,358	1,475	1,423	1,306	1,258	1,352	1,257	1,328	1,438	1,736	+9.0	-3.5	+9.8
Department stores	178	173	232	237	262	248	226	207	239	219	249	306	432	+9.7	-5.3	+8.7
GAF, total[2]	495	462	601	594	673	636	590	552	625	552	623	761	1,084	+7.8	-5.5	+11.9
Houston, Tex., total	**1,495**	**1,416**	**1,607**	**1,539**	**1,665**	**1,582**	**1,624**	**1,629**	**1,725**	**1,601**	**1,562**	**1,651**	**2,051**	**-2.6**	**-5.0**	**-1.4**
Nondurable goods, total	958	919	1,052	997	1,100	1,024	986	1,002	1,074	959	1,004	1,076	1,374	+3.9	-6.9	+3.4
Department stores	134	142	180	168	191	172	178	170	195	163	177	206	344	-3.4	-9.9	-1.5
GAF, total[2]	368	369	451	420	474	428	435	426	488	425	447	526	835	-1.6	-9.7	-1.8
Kansas City, Mo.-Kans., total	**630**	**604**	**711**	**711**	**794**	**707**	**770**	**727**	**825**	**773**	**718**	**757**	**857**	**-8.2**	**-11.0**	**-6.4**
Nondurable goods, total	340	321	372	348	391	348	386	363	412	387	385	429	528	-9.8	-11.0	-10.4
Department stores	65	63	83	87	100	90	85	82	97	82	86	112	169	+5.9	-10.0	+4.3
GAF, total[2]	166	156	199	195	224	198	194	190	225	195	217	255	395	+2.1	-11.6	+5.1
Los Angeles-Long Beach, Calif., total	**3,810**	**3,634**	**4,045**	**4,120**	**4,346**	**4,246**	**4,083**	**4,094**	**4,196**	**4,020**	**4,018**	**4,201**	**5,066**	**+4.0**	**-2.3**	**+3.8**
Nondurable goods, total	2,444	2,293	2,580	2,525	2,701	2,603	2,614	2,632	2,674	2,534	2,621	2,764	3,340	-.4	-3.6	+2.5
Department stores	337	340	384	389	428	411	440	401	434	410	428	540	809	-6.6	-4.0	-2.7
GAF, total[2]	985	972	1,120	1,117	1,231	1,220	1,189	1,119	1,197	1,137	1,178	1,402	2,023	+2.6	-.9	+2.9
Miami, Fla., total	**1,113**	**1,047**	**1,123**	**1,091**	**1,213**	**1,173**	**982**	**972**	**1,109**	**1,050**	**1,146**	**1,177**	**1,374**	**+19.5**	**-3.3**	**+12.8**
Nondurable goods, total	550	537	610	570	615	585	530	540	593	574	612	609	730	+10.4	-4.9	+9.7
Department stores	72	77	95	89	102	95	96	87	109	87	97	107	173	-1.0	-6.9	-1.5
GAF, total[2]	270	267	317	307	333	316	292	284	336	282	315	347	516	+8.2	-5.1	+9.3
Milwaukee, Wis., total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	56	56	79	79	83	75	72	67	82	71	88	112	154	+4.2	-9.6	+2.4
GAF, total[2]	144	132	180	179	187	178	161	155	178	163	191	230	322	+10.6	-4.8	+5.6
Minneapolis-St. Paul, Minn.-Wis., total	**1,294**	**1,225**	**1,346**	**1,501**	**1,547**	**1,478**	**1,467**	**1,370**	**1,504**	**1,456**	**1,487**	**1,502**	**1,618**	**+.7**	**-4.5**	**+.6**
Nondurable goods,total	745	721	817	812	896	836	877	805	867	832	900	940	1,068	-4.7	-6.7	-2.6
Department stores	124	122	162	161	178	168	159	145	180	160	185	203	290	+5.7	-5.6	+2.7
GAF, total[2]	259	247	314	313	338	324	298	280	338	305	336	378	542	+8.7	-4.1	+7.9
Nassau-Suffolk, N.Y., total	**1,684**	**1,535**	**1,628**	**1,625**	**1,819**	**1,781**	**1,595**	**1,589**	**1,627**	**1,508**	**1,621**	**1,774**	**2,148**	**+11.7**	**-2.1**	**+6.7**
Nondurable goods, total	1,029	916	964	903	1,026	992	886	858	945	843	936	1,043	1,328	+12.0	-3.3	+4.9
Department stores	94	105	132	131	167	149	143	117	143	130	152	191	294	+4.2	-10.8	+5.1
GAF, total[2]	362	357	413	417	497	473	415	372	418	380	427	532	852	+14.0	-4.8	+7.6
New York, N.Y.-N.J., total	**3,673**	**3,467**	**4,105**	**4,028**	**4,331**	**4,163**	**3,851**	**3,632**	**3,797**	**3,792**	**3,971**	**3,993**	**4,872**	**+8.1**	**-3.9**	**+6.5**
Nondurable goods, total	2,548	2,386	2,747	2,634	2,840	2,669	2,622	2,470	2,596	2,559	2,754	2,827	3,446	+1.8	-6.0	+3.9
Department stores	239	257	320	310	387	332	319	255	322	321	375	429	653	+4.1	-14.2	+3.8
GAF, total[2]	1,005	994	1,206	1,207	1,368	1,272	1,152	1,019	1,170	1,176	1,310	1,443	2,068	+10.4	-7.0	+7.0

See footnotes at end of table.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986						1985							Percent change		
														June 1986 from--		6 mos. 1986 from 6 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June[p]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1985	May 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	**860**	**789**	**918**	**996**	**1,101**	**1,050**	**887**	**886**	**901**	**896**	**920**	**949**	**1,155**	**+18.4**	**-4.6**	**+12.6**
Nondurable goods, total	617	562	668	625	697	668	633	608	625	615	653	675	839	+5.5	-4.2	+4.8
Department stores	46	53	68	70	84	72	67	55	72	67	75	94	148	+7.5	-14.3	+6.8
GAF, total[2]	199	201	245	239	281	252	231	213	236	230	260	296	416	+9.1	-10.3	+6.6
Philadelphia, Pa.-N.J., total	**2,232**	**2,101**	**2,372**	**2,342**	**2,651**	**2,510**	**2,235**	**2,209**	**2,345**	**2,273**	**2,365**	**2,559**	**3,183**	**+12.3**	**-5.3**	**+15.7**
Nondurable goods, total	1,388	1,295	1,505	1,405	1,568	1,429	1,430	1,365	1,467	1,405	1,499	1,656	2,046	-.1	-8.9	+6.9
Department stores	153	162	220	220	263	228	218	185	225	219	248	311	485	+4.6	-13.3	+5.1
GAF, total[2]	505	509	636	610	696	653	591	522	615	586	657	790	1,253	+10.5	-6.2	+8.8
Pittsburgh, Pa., total	**848**	**834**	**946**	**969**	**1,054**	**1,011**	**1,027**	**983**	**1,016**	**938**	**938**	**999**	**1,186**	**-1.6**	**-4.1**	**+.3**
Nondurable goods, total	562	545	612	610	687	630	607	612	660	581	622	691	834	+3.8	-8.3	+4.5
Department stores	85	86	124	124	137	116	120	111	136	121	137	188	256	-3.3	-15.3	-.1
GAF, total[2]	200	208	265	260	281	254	248	234	286	250	277	363	504	+2.4	-9.6	+2.7
St. Louis, Mo.-Ill., total	**1,119**	**1,083**	**1,324**	**1,293**	**1,372**	**1,342**	**1,218**	**1,174**	**1,285**	**1,237**	**1,282**	**1,310**	**1,509**	**+10.2**	**-2.2**	**+5.6**
Nondurable goods, total	769	713	857	823	881	829	787	759	804	778	876	922	1,104	+5.3	-5.9	+10.2
Department stores	113	114	151	153	167	155	147	138	164	144	154	200	299	+5.4	-7.2	+4.0
GAF, total[2]	241	235	319	307	331	309	308	281	317	291	307	376	562	+.3	-6.6	-1.9
San Diego, Calif., total	**1,014**	**988**	**1,016**	**1,051**	**1,143**	**1,109**	**1,026**	**1,040**	**1,126**	**1,081**	**1,057**	**1,113**	**1,364**	**+8.1**	**-3.0**	**+7.6**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	98	101	118	115	126	119	119	115	125	116	119	148	225	.0	-5.6	+5.0
GAF, total[2]	264	259	298	292	320	303	288	290	318	292	308	356	530	+5.2	-5.3	+8.4
San Francisco-Oakland, Calif., total	**2,001**	**1,863**	**2,057**	**2,077**	**2,247**	**2,147**	**2,131**	**2,218**	**2,355**	**2,194**	**2,244**	**2,345**	**2,754**	**+.8**	**-4.5**	**+.6**
Nondurable goods, total	1,311	1,234	1,328	1,324	1,460	1,395	1,392	1,394	1,510	1,365	1,449	1,554	1,841	+.2	-4.5	+1.7
Department stores	155	158	185	188	212	196	192	185	213	190	209	251	380	+2.1	-7.5	+3.5
GAF, total[2]	450	442	523	513	570	544	526	505	577	524	562	667	984	+3.4	-4.6	+4.0
Washington, D.C.-Md.-Va., total	**1,901**	**1,804**	**2,171**	**2,213**	**2,408**	**2,246**	**2,073**	**2,085**	**2,194**	**2,056**	**2,049**	**2,009**	**2,437**	**+8.3**	**-6.7**	**+6.5**
Nondurable goods, total	990	947	1,169	1,156	1,253	1,149	1,110	1,096	1,142	1,010	1,087	1,128	1,411	+3.5	-8.3	+2.8
Department stores	130	136	178	182	211	187	170	155	181	176	188	232	360	+10.0	-11.4	+6.3
GAF, total[2]	401	404	571	562	645	589	456	434	501	479	529	597	920	+29.2	-8.7	+19.5
CITIES																
Chicago, Ill., total	**919**	**906**	**1,030**	**1,043**	**1,118**	**1,053**	**1,012**	**1,100**	**1,134**	**1,052**	**1,116**	**1,106**	**1,213**	**+4.1**	**-5.8**	**+5.9**
Nondurable goods, total	687	673	778	770	795	737	786	780	841	808	885	915	995	-6.2	-7.3	+.9
Department stores	68	67	93	91	99	94	92	83	101	92	105	124	179	+2.2	-5.1	-.6
GAF, total[2]	201	198	256	242	271	255	241	221	264	242	256	303	418	+5.8	-5.9	+7.4
Los Angeles, Calif., total	**1,210**	**1,149**	**1,288**	**1,326**	**1,391**	**1,371**	**1,316**	**1,362**	**1,420**	**1,345**	**1,377**	**1,417**	**1,645**	**+4.2**	**-1.4**	**+2.9**
Nondurable goods, total	771	749	849	831	893	887	880	897	923	864	908	966	1,121	+.8	-.7	+1.0
Department stores	107	107	125	124	133	128	140	125	136	131	137	169	243	-8.6	-3.8	-4.7
GAF, total[2]	347	331	382	383	412	430	430	398	432	412	427	498	673	.0	+4.4	-1.6
New York, N.Y., total	**2,578**	**2,442**	**2,856**	**2,800**	**2,962**	**2,824**	**2,472**	**2,338**	**2,464**	**2,490**	**2,703**	**2,719**	**3,364**	**+14.2**	**-4.7**	**+13.6**
Nondurable goods, total	1,886	1,776	2,036	1,957	2,083	1,973	1,803	1,718	1,829	1,831	1,987	2,029	2,459	+9.4	-5.3	+11.2
Department stores	154	166	205	197	245	208	200	159	198	206	244	271	405	+4.0	-15.1	+2.8
GAF, total[2]	727	717	871	878	991	932	809	712	810	837	928	1,006	1,422	+15.2	-6.0	+10.8
Philadelphia, Pa., total	**547**	**519**	**609**	**594**	**633**	**593**	**523**	**520**	**524**	**509**	**580**	**616**	**743**	**+13.4**	**-6.3**	**+18.1**
Nondurable goods, total	477	438	512	489	520	472	426	428	437	428	486	511	601	+10.8	-9.2	+18.7
Department stores	31	29	41	39	46	39	40	36	39	40	47	56	84	-2.5	-15.2	+.9
GAF, total[2]	122	120	154	143	163	149	153	141	146	146	164	179	270	-2.6	-8.6	-5.1

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. **Department Stores Sales in Selected Areas**

NOTICE:

The series of monthly department store sales in selected areas, formerly shown in this space, has been discontinued due to lack of funds. The National Retail Merchants Association is attempting to reorganize a consortium interested in providing funds to restore the series. Interested parties should contact the National Retail Merchants Association in Washington, DC on (202) 223-8250.

Figure 5. **Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – June 1986**

(Seasonally Adjusted)

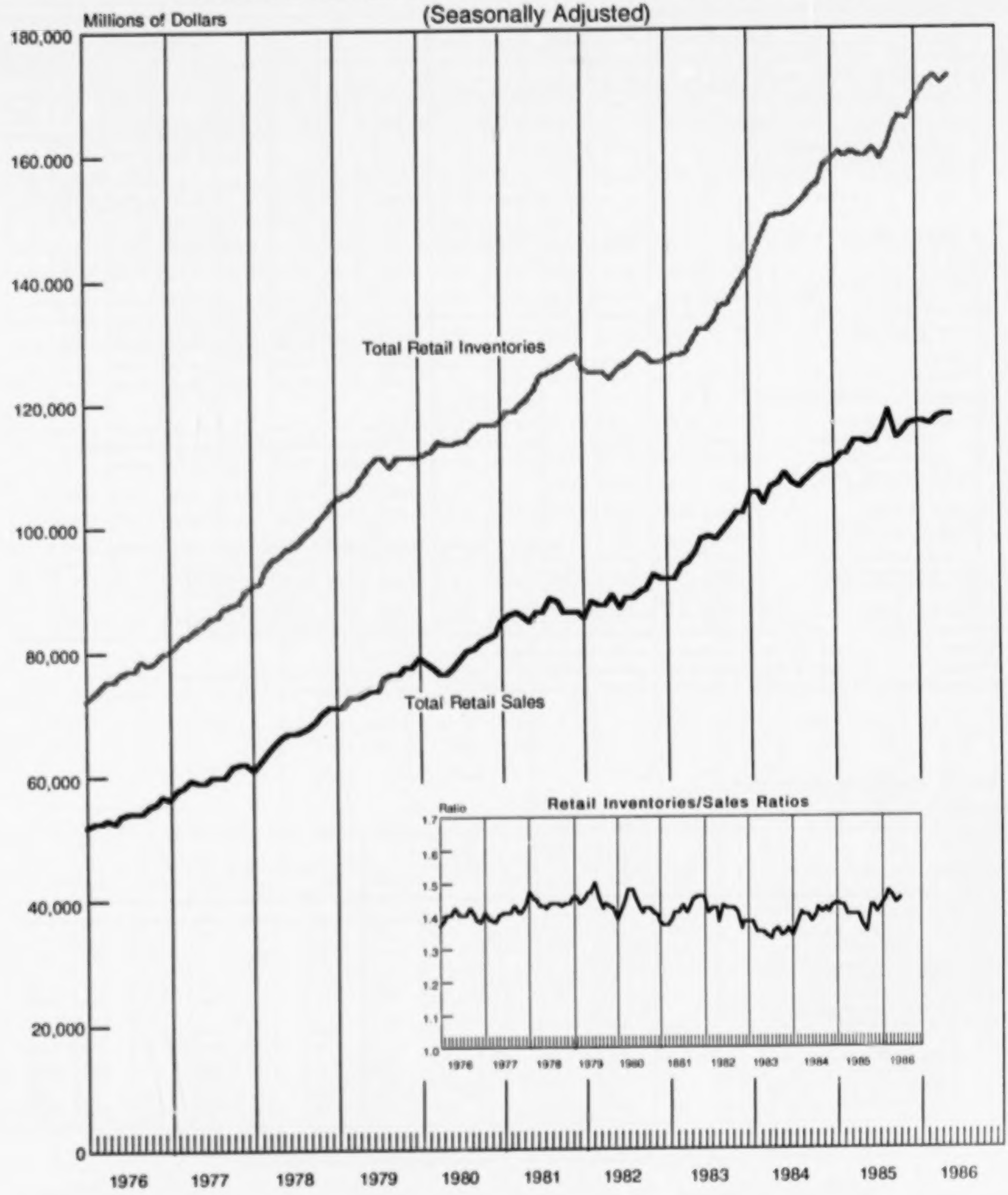

Table 11. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986						1985							Percent change June 1986 from--	
		Jan.	Feb.	Mar.	Apr.	May	June[p]	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	June 1985	May 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,427	171,387	170,415	158,461	157,952	156,747	161,329	171,829	175,337	160,372	+7.5	-.6
	Total (ex. auto. group)	117,752	120,857	124,209	126,328	124,991	123,938	118,565	120,296	122,529	126,785	133,503	134,044	117,968	+4.5	-.8
	Durable goods, total	84,120	87,254	90,722	91,285	89 146	89,396	80,059	77,999	75,224	76,126	81,529	84,310	81,979	+11.7	+.3
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	14,897	14,624	14,835	13,272	13,371	13,517	13,559	13,749	13,564	13,176	+11.8	+1.4
55 ex. 554	Automotive dealers	44,113	46,462	48,581	48,099	46,396	46,477	39,896	37,656	34,218	34,544	38,326	41,293	42,404	+16.5	+.2
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,192	13,072	13,276	12,497	12,342	12,502	12,734	13,423	13,704	12,749	+6.2	+1.6
	Nondurable goods, total	77,745	80,065	82,068	83,142	82,241	81,019	78,402	79,953	81,523	85,203	90,300	91,027	78,393	+3.3	-1.5
53	General merchandise group strs	27,739	29,244	30,616	31,608	31,115	30,086	29,335	29,922	30,916	32,942	35,581	36,035	28,002	+2.6	-3.3
531	Department stores	21,730	22,954	24,268	25,225	24,913	24,001	22,986	23,226	23,981	25,676	27,795	28,477	22,086	+4.4	-3.7
54	Food stores	16,190	16,201	16,290	16,135	16,299	16,408	15,445	15,403	15,346	15,662	16,385	16,696	16,278	+6.2	+.7
56	Apparel and accessory stores	14,063	14,964	15,455	15,701	15,346	15,018	13,954	14,678	15,297	15,937	16,966	17,259	14,418	+7.6	-2.1
	Adjusted for seasonal variations					See	note 1									
	Retail trade, total	167,987	169,379	171,551	172,158	170,869	171,846	159,733	160,333	159,078	160,302	164,262	165,557	165,324	+7.6	+.6
	Total (ex. auto. group)	124,569	125,129	125,590	126,696	126,172	126,414	120,810	121,751	122,046	123,078	124,463	124,098	123,131	+4.6	+.2
	Durable goods, total	84,755	85,863	88,132	88,263	87,198	88,445	79,185	79,205	78,042	78,425	81,668	83,050	82,875	+11.7	+1.4
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,324	14,129	14,587	13,037	13,331	13,531	13,710	13,930	13,912	13,696	+11.9	+3.2
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,462	44,697	45,432	38,923	38,582	37,032	37,224	39,799	41,459	42,193	+16.7	+1.6
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,258	13,151	13,223	12,447	12,454	12,477	12,633	12,957	13,076	12,943	+6.2	+.5
	Nondurable goods, total	83,232	83,516	83,419	83,895	83,671	83,401	80,548	81,128	81,036	81,877	82,594	82,501	82,449	+3.5	-.3
53	General merchandise group strs	31,568	31,603	31,498	31,767	31,534	31,255	30,386	30,384	30,340	30,752	31,066	31,079	31,059	+2.9	-.9
531	Department stores	24,778	24,788	24,865	25,200	25,114	24,949	23,820	23,748	23,697	24,086	24,360	24,402	24,404	+4.7	-.7
54	Food stores	16,288	16,365	16,323	16,216	16,414	16,441	15,460	15,685	15,723	15,836	15,970	15,947	16,069	+6.3	+.2
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	15,804	15,759	14,612	14,826	14,909	14,992	15,285	15,647	15,387	+7.8	-.3

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 12. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986						1985						
		Jan.	Feb.	Mar.	Apr.	May.[1]	June[1][p]	June[1]	July[1]	Aug.	Sept.	Oct.	Nov.	Dec.
	Retail trade, total	1.43	1.45	1.47	1.46	1.44	1.45	1.41	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.38	1.38	1.38	1.38	1.37	1.38	1.39	1.36	1.36
	Durable goods, total	1.92	1.95	2.04	1.97	1.91	1.96	1.87	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	1.94	2.03	2.09	2.19	2.17	2.18	2.20	2.17	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.72	1.65	1.69	1.50	1.47	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.17	2.10	2.09	2.24	2.22	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.14	1.14	1.14	1.15	1.14	1.14	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.29	2.30	2.26	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.12	2.14	2.14	2.11	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.67	.67	.67	.67	.68	.67	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.60	2.61	2.52	2.55	2.54	2.48	2.56	2.58	2.54	2.55	2.59	2.62	2.58

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months' report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	158,953	159,478	159,064	159,500	159,428	159,733	160,333	159,078	160,302	164,262	165,557	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,109	120,810	121,751	122,046	123,078	124,463	124,098	123,131
	Durable goods, total	78,149	78,275	78,455	78,699	78,677	79,185	79,205	78,042	78,425	81,668	83,056	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,057	13,037	13,331	13,531	13,710	13,930	13,912	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,582	37,032	37,224	39,799	41,459	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,515	12,447	12,454	12,477	12,633	12,957	13,076	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,751	80,548	81,128	81,036	81,877	82,594	82,501	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,491	30,386	30,384	30,340	30,752	31,066	31,079	31,059
531	Department stores	24,583	24,628	24,291	24,182	23,993	23,820	23,748	23,697	24,086	24,360	24,402	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,487	15,460	15,685	15,723	15,836	15,970	15,947	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,641	14,612	14,826	14,909	14,992	15,285	15,647	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. Inventories/Sales Ratios, by Kind of Business: 1985

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.41	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.87	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.16	2.19	2.17	2.18	2.20	2.17	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.50	1.47	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.22	2.24	2.22	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.16	2.15	2.15	2.13	2.09	2.14	2.16	2.13	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.56	2.58	2.54	2.55	2.59	2.62	2.58

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's), standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.
b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-1.0	0.9	0.7-1.0	0.8	0.2-0.4	0.3	0.6
	Total (excluding automotive group)	0.8-1.1	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.6
	Durable goods, total	1.5-2.2	1.8	1.5-1.8	1.6	0.5-1.1	0.7	1.5
52	Building materials, hardware, garden supply, and mobile home dealers	4.2-6.7	5.0	4.1-6.7	4.7	1.0-2.5	1.7	2.9
521,3,5	Building materials and hardware stores	4.9-7.4	5.6	4.8-7.7	5.5	0.9-2.9	1.4	2.7
521,3	Building materials and supply stores	5.9-9.4	6.8	5.9-9.6	6.6	0.8-3.7	1.2	3.0
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	2.3-4.4	3.2	8.0
525	Hardware stores	4.9-9.6	5.5	4.7-9.5	4.9	1.7-7.9	3.8	4.2
55 ex. 544	Automotive dealers	1.9-2.9	2.2	1.8-2.1	2.0	0.8-0.7	1.0	2.2
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	2.1-2.9	2.3	1.8-2.2	2.1	0.9-1.8	1.1	2.4
551,2	Motor vehicle dealers	2.0-2.8	2.2	1.8-2.1	1.9	0.8-1.7	1.0	2.4
551	Motor vehicle dealers (franchised)	2.0-2.9	2.4	1.7-2.1	2.0	0.8-1.8	1.1	2.4
553	Auto and home supply stores	4.4-6.4	5.6	4.5-6.0	5.4	1.0-2.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.4-3.2	2.7	2.3-2.8	2.6	1.0-1.7	1.1	2.9
571	Furniture, home furnishings stores	2.7-3.7	2.9	2.5-2.9	2.7	1.2-2.2	1.5	2.7
5712	Furniture stores	3.6-4.6	3.9	3.6-4.3	3.7	0.9-2.1	1.5	3.0
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	2.0-5.0	2.9	5.9
5722,32	Household appliance, radio, and television stores	5.4-6.7	6.0	4.7-5.9	5.5	1.2-2.8	2.2	5.8
5722	Household appliance stores	6.1-8.7	8.0	5.9-7.7	7.4	1.6-4.5	2.4	6.4
5732	Radio and television stores*	(S)	(S)	(S)	(S)	1.7-3.2	2.6	9.0
5733	Music stores*	(S)	(S)	(S)	(S)	1.7-3.7	2.3	6.3
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.9-3.8	3.1	6.1
5942	Book stores*	(S)	(S)	(S)	(S)	3.3-6.9	4.8	6.7
5944	Jewelery stores	3.8-5.3	4.8	3.6-4.9	4.0	1.7-6.0	2.1	5.0
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.4-6.8	3.2	10.9
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.3-3.3	2.6	8.4
	Nondurable goods, total	0.6-0.8	0.8	0.7-0.8	0.7	0.1-0.3	0.2	0.6
53	General merchandise group stores	0.4-0.7	0.6	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531,9	Department stores and misc. gen. merchandise stores	0.5-0.7	0.5	0.4-0.7	0.5	0.2-0.4	0.3	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.6-5.5	4.5	3.4-5.2	4.3	1.5-3.5	2.1	3.5
533	Variety stores	2.7-3.9	3.4	2.8-3.6	3.3	0.4-1.4	0.9	1.4
54	Food stores	1.5-1.6	1.5	1.4-1.6	1.5	0.2-0.3	0.3	1.1
541	Grocery stores	1.5-1.6	1.6	1.4-1.6	1.6	0.2-0.3	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.0-11.2	2.1	5.6
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	2.2-9.3	2.4	10.4
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	2.6.11.3	6.0	7.4
546	Retail bakeries	7.8-9.7	8.2	7.7-9.4	8.3	1.1-3.4	2.5	5.0
554	Gasoline service stations	1.9-2.4	2.2	1.8-2.3	2.1	0.4-0.7	0.5	1.7
56	Apparel and accessory stores	1.9-2.6	2.2	1.8-2.6	2.1	0.6-1.1	0.9	1.8
561	Men's, boys' clothing and furnishings stores	3.5-6.9	4.3	3.1-5.6	3.8	1.5-6.7	2.1	4.3
562,3,8	Women's clothing, specialty stores, furriers	2.3-3.5	3.0	2.2-3.5	2.6	0.9-1.9	1.1	3.3
562	Women's ready-to-wear stores	2.1-3.6	3.1	2.2-3.7	2.7	0.7-2.2	1.1	3.3
565	Family clothing stores	2.8-4.4	3.9	3.0-4.1	3.7	0.6-2.0	1.1	2.0
566	Shoe stores	3.2-3.9	3.4	3.1-4.0	3.2	0.9-1.7	1.3	2.7
58	Eating and drinking places	1.8-2.6	2.0	1.7-2.1	1.8	0.6-1.2	0.9	2.0
5812	Eating places	2.0-3.0	2.2	2.0-2.4	2.1	0.7-1.3	0.9	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	2.7-4.7	3.4	2.6-3.9	2.9	0.9-2.5	1.4	2.6
5812 (pt.)	Refreshment places	3.4-4.5	3.8	3.2-4.0	3.7	0.8-1.3	1.0	3.1
5813	Drinking places (alcoholic beverages)	4.4-5.5	5.0	4.5-5.0	4.8	0.9-3.5	1.4	4.6
591	Drug stores and proprietary stores	1.6-2.2	1.8	1.7-1.8	1.7	0.3-1.0	0.4	1.1
592	Liquor stores	4.1-4.8	4.4	3.9-4.5	4.4	0.5-2.1	0.8	4.0
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.5-7.6	4.8	6.5
596	Nonstore retailers[3]	6.6-9.9	8.5	6.5-9.3	7.9	1.9-8.1	3.6	5.1
5961 (pt.)	Mail-order (department store merchandise)	0.2-2.6	1.0	0.2-2.1	0.4	0.0-2.1	0.2	1.0
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.7-3.4	2.1	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	2.2-4.3	2.9	6.0
53,56,57,594	GAF,total[4]	0.7-1.1	1.0	0.7-1.0	0.9	0.3-0.6	0.4	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminay estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months August 1985-January 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	1.8	1.6	2.1	2.0	0.6	0.7	0.5	0.7	1.5	1.2	1.1	1.3
	Durable goods, total	3.1	3.2	3.7	3.5	1.3	1.4	1.2	1.6	2.9	2.8	2.0	3.7
52	Building materials, hardware, garden supply, and mobile home dealers	8.9	5.3	11.8	10.7	2.6	2.4	2.9	2.1	6.2	4.5	5.0	7.2
55 ex 554	Automotive dealers	3.9	4.6	4.3	6.1	2.2	1.8	1.5	2.1	4.0	4.0	2.9	4.5
57	Furniture, home furnishings, and equipment stores	6.2	6.5	4.4	5.5	1.9	2.3	2.2	1.8	5.7	6.1	3.9	7.7
	Nondurable goods, total	2.2	1.5	1.6	2.2	0.5	0.6	0.4	0.5	1.7	1.2	1.0	1.3
53	General merchandise group stores	1.7	1.2	2.1	2.1	0.5	0.4	0.5	0.8	2.8	1.2	1.0	1.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.9	3.6	4.2	0.7	0.6	0.6	0.6	3.4	2.1	2.0	1.7
541	Grocery stores	5.1	4.2	3.6	4.3	0.8	0.5	0.6	0.5	3.7	2.1	2.1	1.8
554	Gasoline service stations	5.8	4.5	3.2	5.1	1.0	1.0	1.0	1.1	4.1	3.3	3.0	3.7
56	Apparel and accessory stores	3.9	3.8	4.5	6.0	1.5	1.6	1.2	1.6	4.0	2.9	3.2	5.1
58	Eating and drinking places	5.3	5.7	4.8	5.2	1.8	1.9	1.6	1.7	4.1	4.5	3.4	3.5
591	Drug stores and proprietary stores	10.2	8.7	7.3	6.8	1.1	1.1	1.0	1.0	5.1	3.5	3.5	5.1
53,56, 57,594	GAF[3]	2.2	1.6	1.9	2.5	0.8	0.6	0.7	0.7	2.2	1.7	1.3	1.5

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.4	1.8	1.8	3.2	2.4	4.4	3.8	5.7	2.2
	Durable goods, total	(S)	4.7	3.7	6.0	4.8	6.6	6.3	7.9	4.5
55 ex. 554	Automotive dealers	(S)	6.1	5.0	8.0	5.7	(S)	7.2	12.1	8.6
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.4	(S)	6.3	(S)	(S)	12.4	5.7
	Nondurable goods, total	4.4	2.6	2.1	3.6	2.0	4.7	3.1	5.9	2.2
53	General merchandise group stores	4.8	1.3	1.6	2.1	2.5	4.1	2.7	6.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.3	6.4	4.0	9.0	4.2	(S)	6.6	8.6	4.1
554	Gasoline service stations	(S)	7.4	4.9	10.8	4.9	(S)	(S)	(S)	6.2
56	Apparel and accessory stores	(S)	4.9	4.6	8.7	5.4	(S)	7.8	(S)	6.1
58	Eating and drinking places	(S)	7.0	6.0	(S)	(S)	(S)	(S)	(S)	6.3
591	Drug stores and proprietary stores	(S)	9.1	(S)	(S)	(S)	(S)	(S)	(S)	7.6
53,56,57,594	GAF	4.8	2.2	1.8	3.4	2.3	4.6	3.5	7.7	2.3
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.6	1.0	1.1	0.7	1.1	0.9	1.4	0.9
	Durable goods, total	••	1.6	1.8	2.4	1.5	2.3	2.4	••	1.8
55 ex. 554	Automotive dealers	••	2.8	2.6	3.8	2.2	••	2.8	••	2.6
57	Furniture, home furnishings, and equipment stores	••	••	2.2	••	3.0	••	••	••	2.0
	Nondurable goods, total	1.0	0.6	0.7	0.9	0.6	0.9	0.7	1.6	0.5
53	General merchandise group stores	0.9	0.6	0.4	0.8	0.5	0.9	0.9	2.6	0.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.3	0.9	0.7	0.9	0.8	••	1.0	1.0	0.7
554	Gasoline service stations	••	1.1	1.1	2.2	1.4	••	••	••	1.2
56	Apparel and accessory stores	••	1.9	1.7	3.6	1.6	••	2.1	••	1.5
58	Eating and drinking places	••	2.3	2.3	••	••	••	••	••	1.6
591	Drug stores and proprietary stores	••	1.4	••	••	••	••	••	••	1.1
53,56,57,594	GAF	1.6	0.9	0.6	1.3	0.9	1.3	1.2	2.3	0.6
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.7	1.8	1.3	2.6	1.4	2.5	2.5	2.3	1.5
	Durable goods, total	••	3.6	2.9	5.6	2.6	4.6	3.8	••	3.8
55 ex. 554	Automotive dealers	••	5.5	4.5	6.6	3.7	••	5.3	••	5.4
57	Furniture, home furnishings, and equipment stores	••	••	5.3	••	4.3	••	••	••	6.1
	Nondurable goods, total	2.9	2.0	1.2	2.5	1.1	2.7	2.4	3.0	1.2
53	General merchandise group stores	8.4	1.8	1.1	3.0	1.8	3.6	1.4	3.7	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	4.3	2.5	3.6	2.6	••	4.5	3.8	2.1
554	Gasoline service stations	••	5.5	3.4	7.1	3.6	••	••	••	4.4
56	Apparel and accessory stores	••	5.2	2.8	7.8	2.9	••	7.1	••	3.8
58	Eating and drinking places	••	4.9	5.1	••	••	••	••	••	4.5
591	Drug stores and proprietary stores	••	4.3	••	••	••	••	••	••	5.0
53,56,57,594	GAF	5.3	2.2	1.4	5.0	1.6	3.3	2.5	4.4	1.5

••Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF	Total	Durable	Non-durable	Department stores	GAF
California	2.6	4.9	2.6	0.0	2.8	0.9	2.0	0.5	0.0	0.7	1.8	4.1	1.6	0.0	1.8
Florida	3.9	8.1	4.0	0.0	3.6	1.4	2.5	1.1	0.0	1.8	2.2	3.9	2.1	0.0	2.7
Illinois	3.8	(S)	3.7	0.0	3.4	1.4	**	1.3	0.0	1.1	2.4	**	2.5	0.0	2.8
Indiana	4.5	(S)	6.2	0.0	8.3	1.9	**	1.2	0.0	2.3	3.4	**	2.5	0.0	3.4
Louisiana	7.8	(S)	6.3	0.0	8.3	2.1	**	2.0	0.0	3.2	4.5	**	5.0	0.0	6.0
Maryland	6.1	(S)	5.2	0.0	5.0	1.3	**	1.0	0.0	2.4	2.7	**	2.4	0.0	2.2
Massachusetts	5.5	(S)	5.6	0.0	6.1	1.6	**	1.2	0.0	1.7	3.4	**	3.9	0.0	5.5
Michigan	3.9	8.7	3.9	0.0	3.9	1.5	3.1	1.1	0.0	1.3	3.5	7.1	2.8	0.0	2.9
Minnesota	6.7	(S)	8.8	0.0	5.5	2.4	**	1.5	0.0	2.1	4.7	**	4.2	0.0	3.4
Missouri	7.0	(S)	8.2	0.0	5.2	2.0	**	1.4	0.0	1.8	3.7	**	3.6	0.0	6.6
New Jersey	5.6	(S)	5.8	0.0	4.0	1.7	**	1.1	0.0	1.7	4.8	**	5.3	0.0	5.1
New York	3.0	6.9	3.5	0.0	3.6	1.0	2.2	0.9	0.0	1.4	2.4	4.5	2.4	0.0	3.6
North Carolina	5.4	(S)	5.1	0.0	6.6	1.6	**	1.7	0.0	1.9	3.6	**	3.4	0.0	7.0
Ohio	5.1	(S)	3.8	0.0	2.7	1.7	**	1.2	0.0	1.2	2.3	**	2.4	0.0	1.9
Pennsylvania	3.8	9.1	4.2	0.0	2.9	1.3	3.2	0.9	0.0	1.2	3.0	6.1	3.1	0.0	2.4
Tennessee	5.7	(S)	5.7	0.0	7.1	1.7	**	1.8	0.0	2.3	4.0	**	3.9	0.0	5.3
Texas	4.7	8.3	4.2	0.0	4.1	1.1	2.8	1.0	0.0	1.6	3.1	4.6	3.4	0.0	3.6
Virginia	4.1	(S)	4.8	0.0	5.3	1.8	**	1.3	0.0	2.1	3.9	**	4.1	0.0	3.0
Wisconsin	5.4	11.2	6.9	0.0	4.8	3.0	3.9	2.0	0.0	2.1	4.7	11.2	3.6	0.0	4.0

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.8	3.6	3.9	1.4	0.7	1.3	2.5	2.5	3.2
New York, NY-Northeastern, NJ	3.3	3.0	3.1	1.2	0.8	1.3	3.1	2.7	4.2
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.8	6.2	4.4	2.2	1.4	1.3	2.9	3.5	2.8
Atlanta, GA	(S)	(S)	9.0	**	**	1.9	**	**	5.9
Baltimore, MD	7.7	8.1	4.5	1.6	1.2	1.7	3.9	3.0	2.2
Boston, MA	6.2	6.1	7.9	1.7	1.5	1.9	4.4	5.2	7.1
Chicago, IL	3.8	3.5	4.1	1.4	0.8	1.3	2.9	2.7	3.4
Cleveland, OH	(S)	8.0	4.8	**	1.7	1.8	**	4.8	2.3
Dallas-Fort Worth, TX	6.7	6.3	6.9	2.1	1.6	2.1	8.0	7.3	10.3
Detroit, MI	4.5	4.7	5.2	1.9	1.5	1.6	4.2	3.9	4.4
Houston, TX	5.9	7.2	3.6	1.3	1.7	1.1	3.2	3.9	2.8
Kansas City, MO-KS	9.9	7.4	3.7	3.3	2.1	2.6	6.1	4.7	3.9
Los Angeles-Long Beach, CA	5.0	5.0	6.1	1.0	0.8	1.2	2.7	3.1	3.0
Miami,FL	8.5	8.7	7.0	2.4	2.0	2.0	5.1	5.0	3.0
Milwaukee, WI	(S)	(S)	5.3	**	**	1.5	**	**	3.0
Minneapolis-St. Paul, MN-WI	9.4	12.1	3.1	2.7	1.8	1.1	5.4	5.6	1.7
Nassau-Suffolk, NY	9.3	7.6	5.6	2.4	2.3	1.7	5.6	5.4	12.0
New York, NY	4.1	5.2	4.8	1.7	1.1	1.7	4.1	4.1	6.8
Newark, NJ	7.5	7.0	5.6	2.0	1.3	2.1	5.1	5.9	2.9
Philadelphia, PA	5.7	6.7	4.7	2.0	1.8	1.4	5.5	6.5	3.9
Pittsburgh, PA	9.4	8.1	6.7	2.1	1.7	2.2	4.9	5.7	3.7
St. Louis, MO-IL	11.0	13.9	7.6	2.8	2.0	2.1	6.2	6.6	9.7
San Diego, CA	7.8	(S)	4.9	2.5	**	1.7	5.1	**	2.8
San Francisco-Oakland, CA	7.0	7.2	3.8	1.9	1.3	1.4	3.8	3.6	3.0
Washington, DC-MD-VA	6.5	4.7	5.7	1.6	1.1	2.6	4.5	5.9	3.2
Cities									
Chicago, IL	8.2	7.1	4.7	2.4	1.1	1.9	4.1	3.7	3.3
Los Angeles, CA	8.3	7.7	9.0	1.7	1.3	2.2	4.9	4.2	5.7
New York, NY	4.9	6.3	5.4	2.0	1.2	2.3	3.8	4.0	6.3
Philadelphia, PA	8.0	9.5	7.7	2.0	1.8	2.6	8.5	9.3	7.0

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months August 1985-January 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +1.4 percent, with a median of +0.1 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.5 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.5 percent to +0.6 percent, with a median of +0.1 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	May 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	117,053	118,515	118,675	-0.6	1.4	0.1	-0.2	0.5	0.2
	Total (excluding auto group)	90,802	91,563	91,511	-0.5	1.2	0.2	-0.4	0.5	0.2
	Durable goods, total	44,709	45,330	45,554	-2.0	1.9	0.2	-0.2	0.8	0.3
52	Building materials, hardware, garden supply and mobile home dealers	7,159	7,028	6,947	-3.0	4.4	0.5	-1.2	1.1	0.2
55 ex. 554	Automotive dealers	26,251	26,952	27,164	-3.1	3.5	-0.1	-0.4	1.0	0.4
57	Furniture, home furnishings, and equipment stores	6,198	6,180	6,262	-4.0	3.5	2.1	-0.8	1.6	0.3
	Nondurable goods, total	72,344	73,185	73,121	-1.0	1.1	0.2	-0.4	0.6	0.1
53	General merchandise group storer	13,768	13,711	13,730	-1.9	1.3	-0.1	-0.9	0.7	-0.1
531	Department stores	11,764	11,690	11,716	-1.5	0.6	0.1	-0.3	0.2	0.0
54	Food stores	24,144	24,202	24,233	-0.4	1.1	0.4	-0.3	0.7	0.3
541	Grocery stores	22,824	22,882	22,906	-0.5	1.1	0.5	-0.4	0.8	0.3
554	Gasoline service stations	6,910	7,188	7,190	-4.3	4.1	-0.9	-1.9	0.9	0.1
56	Apparel and accessory stores	6,099	6,157	6,211	-2.3	3.0	1.4	-1.1	1.2	0.4
58	Eating and drinking places	11,337	11,769	11,710	-2.1	3.5	0.3	-1.0	2.3	0.2
591	Drug stores and proprietary stores	4,042	4,105	4,089	-2.0	1.9	-0.1	-1.1	0.8	-0.3

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	May 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	170,819	171,846	-0.5	0.6	0.1
	Total (excluding auto group)	126,185	126,414	-0.4	0.4	0.2
	Durable goods, total	87,227	88,445	-0.8	1.4	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	14,022	14,587	-0.3	4.0	0.4
55 ex. 554	Automotive dealers	44,634	45,432	-0.7	1.8	0.0
57	Furniture, home furnishings, and equipment stores	13,246	13,223	-0.3	1.2	0.3
	Nondurable goods, total	83,592	83,401	-0.3	0.3	0.0
53	General merchandise group stores	31,493	31,225	-0.8	0.8	0.0
531	Department stores	25,073	24,949	-0.5	1.0	0.0
54	Food stores	16,363	16,441	-0.5	0.6	0.0
56	Apparel and accessory stores	15,710	15,759	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: April 1985 Through August 1986**

Sic code	Kind of business	1985								1986								
		May	June[1]	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May.[1]	June[1]	July[1]	Aug.[1]	Sept.[1]
	Retail trade, total	1.000	.991	.985	.986	1.007	1.049	1.061	.968	.962	.986	1.004	1.010	1.000	.990	.982	.985	1.006
	Durable goods, total	1.021	1.011	.986	.962	.972	1.001	1.017	.987	.992	1.014	1.025	1.032	1.020	1.009	.980	.961	.969
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	1.035	1.018	1.003	.999	.989	.987	.975	.962	.988	.997	1.027	1.040	1.035	1.017	1.001	1.000	.992
55	Automotive dealers	1.040	1.025	.976	.924	.928	.963	.996	1.005	1.016	1.050	1.057	1.058	1.038	1.023	.970	.914	.920
57	Furniture, home furnishings, equipment dealers	.995	1.004	.991	1.002	1.008	1.036	1.048	.985	.973	.976	.989	.995	.994	1.004	.988	1.000	1.008
	Nondurable goods, total	.982	.973	.986	1.006	1.040	1.092	1.101	.954	.935	.960	.984	.990	.983	.972	.984	1.005	1.040
53	General mdse. group stores	.985	.966	.985	1.019	1.071	1.145	1.157	.902	.879	.926	.972	.995	.987	.964	.983	1.017	1.071
531	Department stores	.991	.965	.978	1.012	1.066	1.141	1.167	.905	.877	.926	.976	1.001	.992	.962	.976	1.009	1.065
54	Food stores	.994	.999	.982	.976	.989	1.026	1.047	1.013	.994	.990	.998	.995	.993	.998	.987	.975	.989
56	Apparel & accessory stores	.969	.955	.990	1.026	1.063	1.110	1.103	.937	.913	.956	.990	.993	.971	.953	.989	1.024	1.061

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: April 1985 Through August 1986

SIC code	Kind of business	1985								1986								
		May	June[1]	July[1]	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]
	U.S. Retail Sales																	
	Retail trade, total	1.052	1.008	1.003	1.034	.957	1.010	1.023	1.191	.901	.854	.979	.986	1.055	1.008	1.011	1.015	.962
	Durable goods, total	1.109	1.059	1.049	1.030	.962	1.009	.964	1.061	.883	.858	.988	1.030	1.095	1.079	1.053	.998	.973
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	1.197	1.144	1.142	1.106	1.052	1.084	.966	.895	.779	.717	.903	1.021	1.178	1.162	1.138	1.080	1.051
521,3	Bldg. mat. & supply stores	1.146	1.131	1.154	1.129	1.081	1.114	.969	.864	.788	.731	.900	1.009	1.134	1.152	1.157	1.101	1.081
525	Hardware stores	1.158	1.111	1.064	1.034	.944	1.012	1.013	1.153	.840	.747	.893	1.040	1.153	1.100	1.070	1.015	.967
55 ex. 554	Automotive dealers	1.146	1.067	1.070	1.044	.961	.998	.915	.885	.904	.894	1.048	1.068	1.124	1.100	1.062	1.018	.972
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	1.155	1.069	1.067	1.041	.956	.991	.903	.873	.908	.905	1.059	1.074	1.131	1.103	1.062	1.013	.967
553	Auto & home supply stores	1.063	1.067	1.097	1.073	.988	1.073	1.030	.996	.862	.788	.928	1.041	1.058	1.053	1.102	1.080	1.009
57	Furniture, home furnishings & equipment stores	.966	.971	.973	1.026	.951	1.013	1.086	1.342	.928	.855	.947	.935	.975	.957	.976	1.008	.977
571	Furniture, home furnishings stores	1.014	.990	.985	1.051	.967	1.039	1.083	1.150	.933	.857	.964	.961	1.018	.991	.985	1.034	.992
5722, 32	Household appliance, radio, TV stores	.911	.948	.973	.995	.919	.996	1.101	1.565	.930	.845	.917	.890	.923	.927	.978	.968	.949
	Nondurable goods, total	1.023	.988	.980	1.039	.947	1.006	1.056	1.263	.912	.851	.974	.954	1.035	.976	.989	1.023	.954
53	General mdse. group stores	1.002	.940	.871	1.005	.898	.994	1.221	1.842	.704	.701	.919	.901	1.022	.925	.883	.982	.906
531	Department stores	1.003	.944	.872	1.008	.901	.993	1.217	1.831	.702	.698	.920	.904	1.023	.931	.883	.985	.911
533	Variety stores	1.002	.929	.922	1.020	.865	.957	1.075	1.859	.740	.744	.984	.906	1.007	.908	.935	1.004	.861
539	Misc. gen. mdse. stores	.988	.916	.841	.975	.881	1.004	1.332	1.936	.693	.704	.852	.879	1.010	.889	.868	.941	.896
54	Food stores	1.042	1.011	1.027	1.057	.953	.997	1.011	1.050	.984	.899	.991	.967	1.058	.991	1.040	1.038	.960
541	Grocery stores	1.043	1.012	1.030	1.058	.956	.998	1.012	1.039	.989	.899	.988	.966	1.058	.991	1.043	1.040	.960
554	Gasoline service stations	1.038	1.041	1.065	1.068	.999	1.027	.984	1.014	.958	.870	.942	.976	1.035	1.042	1.067	1.060	1.003
56	Apparel & accessory stores	.991	.927	.880	1.054	.930	.999	1.141	1.642	.792	.733	.995	.916	1.017	.904	.889	1.028	.944
561	Men's & boys' clothing, furnishing stores	.998	.975	.836	.939	.877	.992	1.213	1.907	.810	.700	.878	.899	1.022	.957	.838	.923	.870
562,3, 8	Women's clothing, specialty stores, furriers	1.000	.909	.894	1.009	.945	1.026	1.137	1.582	.802	.754	1.004	.944	1.023	.890	.907	.983	.958
566	Shoe stores	1.015	.966	.861	1.090	.933	1.015	1.064	1.332	.835	.761	1.095	.971	1.047	.935	.875	1.071	1.012
58	Eating and drinking places	1.056	1.050	1.066	1.094	.958	1.018	.968	.975	.917	.873	.992	1.001	1.057	1.046	1.069	1.095	.993
591	Drug & proprietary stores	1.005	.965	.967	.988	.927	.977	.980	1.326	.972	.922	.995	.961	1.007	.968	.971	.972	.938
592	Liquor stores	.982	.997	1.034	1.048	.937	.976	1.042	1.389	.907	.834	.918	.915	.999	.973	1.042	1.038	.950
	Retail Sales of Group II Companies																	
	Retail trade, total	1.023	.973	.950	1.025	.931	.996	1.099	1.410	.863	.814	.967	.944	1.036	.959	.960	1.002	.939
553	Auto & home supply stores	1.067	1.044	1.073	1.061	.978	1.085	1.058	1.032	.851	.781	.946	1.019	1.074	1.038	1.083	1.021	1.009
53	General mdse. group stores	1.003	.942	.868	1.003	.895	.988	1.228	1.856	.700	.700	.920	.899	1.021	.927	.881	.982	.904
531	Department stores	1.004	.949	.874	1.009	.901	.992	1.215	1.831	.703	.699	.919	.906	1.022	.935	.886	.986	.911
533	Variety stores	1.019	.925	.898	1.011	.863	.945	1.090	1.916	.720	.731	.964	.921	1.025	.906	.914	.998	.859
541	Grocery stores	1.047	.995	1.010	1.053	.940	.992	1.025	1.053	1.006	.907	1.000	.968	1.062	.972	1.025	1.029	.947
56	Apparel & accessory stores	.975	.930	.857	1.092	.925	.977	1.160	1.756	.715	.693	1.017	.909	.996	.904	.864	1.080	.934
562,3 8	Women's clothing, specialty stores, furriers	.983	.930	.900	1.053	.927	.991	1.145	1.709	.714	.709	1.012	.933	1.000	.912	.912	1.030	.918
566	Shoe stores	1.019	.945	.829	1.099	.972	.992	1.095	1.440	.787	.738	1.141	.938	1.032	.925	.830	1.087	.988
591	Drug & proprietary stores	1.003	.966	.958	.977	.917	.953	.992	1.450	.944	.894	.997	.935	1.006	.966	.967	.962	.924

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago—Gary, Il-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Hartford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, Al. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Date, and Walker Counties, GA.

Chicago, Il. Cook, Du Page, Kane, Lake, MCHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Mediana Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

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[1] Statistics for the Boston SMSA in Table 7 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry. Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick City, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Briston County; Planville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacrameto, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, Il.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadaupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alamada, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadely, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worchester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince-Georges Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loundoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngston-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

New England Division
- Maine
- New Hampshire
- Vermont
- Massachusetts
- Rhode Island
- Connecticut

Middle Atlantic Division
- New York
- New Jersey
- Pennsylvania

MIDWEST (formerly North Central)

East North Central Division
- Ohio
- Indiana
- Illinois
- Michigan
- Wisconsin

West North Central Division
- Minnesota
- Iowa
- Missouri
- North Dakota
- South Dakota
- Nebraska
- Kansas

SOUTH

South Atlantic Division
- Delaware
- Maryland
- District of Columbia
- Virginia
- West Virginia
- North Carolina
- South Carolina
- Georgia
- Florida

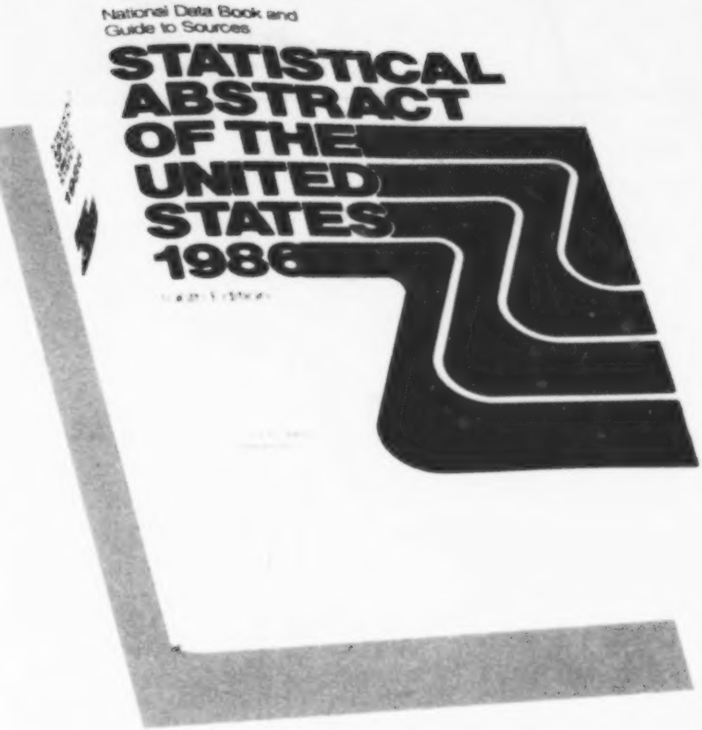
East South Central Division
- Kentucky
- Tennessee
- Alabama
- Mississippi

West South Central Division
- Arkansas
- Louisiana
- Oklahoma
- Texas

WEST

Mountain Division
- Montana
- Idaho
- Wyoming
- Colorado
- New Mexico
- Arizona
- Utah
- Nevada

Pacific Division
- Washington
- Oregon
- California
- Alaska
- Hawaii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Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

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July 1986
Issued September 1986
BR-86-07

Sales: Total sales for all retail stores in the United States during July 1986 were estimated to be $119.3 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated July 1986 sales indicated no statistically significant change from June, but were 4.0 percent higher than July 1985. Cumulative sales for the first 7 months of 1986 were 4.4 percent above sales for the similar period last year.

The sales for most major kinds of business were significantly higher than last year. Furniture stores sales were up 16.1 percent, building materials dealers were up 15.7 percent, and apparel and accessory stores were up 8.4 percent over the July 1985 sales. Gasoline service station sales, however, were 18.5 percent lower than those for July 1985.

The unadjusted sales for the New England Division were 10.9 percent higher than last year, while sales for the Pacific Division were up 7.4 percent, and sales for the Middle Atlantic Division were up 7.2 percent. Among the states with sales higher than last year were Maryland, up 12.1 percent, and Tennessee, up 11.7 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $173.6 billion at the end of July, an increase of 1.1 percent from June and were 8.1 percent above July of last year.

Durable goods increased 2.3 percent from June and 13.8 percent above July of last year. Nondurable goods inventories were little changed from June but were 2.5 percent above the year ago level.

The total inventories/sales ratio for July based on seasonally adjusted data was 1.46, up 0.02 from the previous month and 0.06 above July of last year.

Figure 1. **Retail Sales**
Month-to-Month Percent Change*

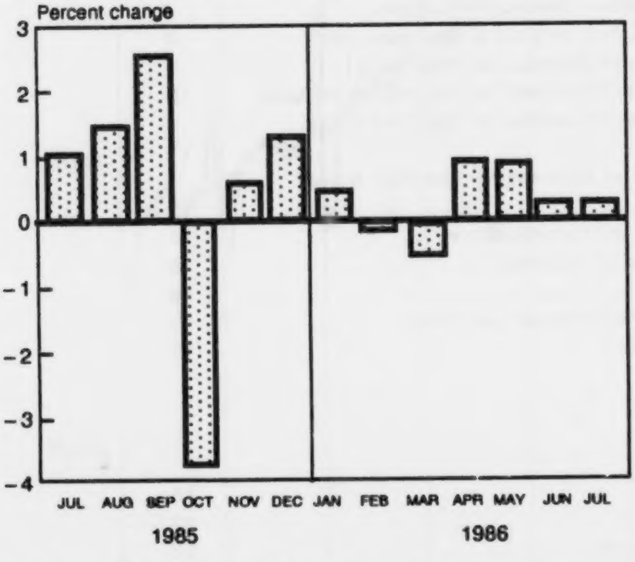
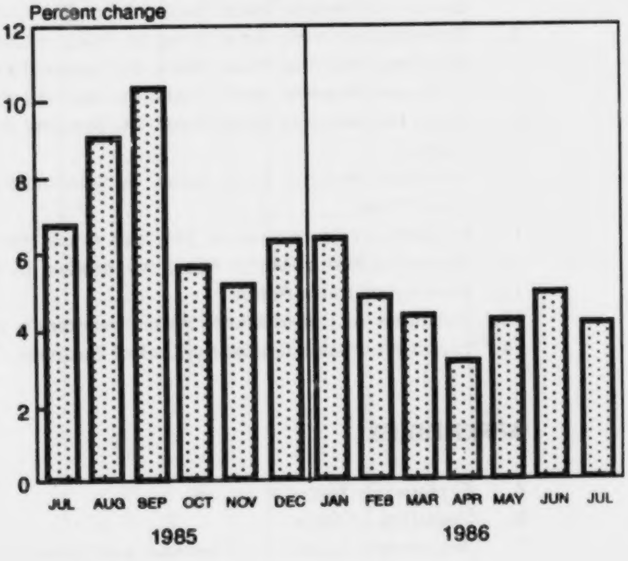


Figure 2. **Retail Sales**
Year-to-Year Percnet Change*



*(DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. **Estimated Monthly Retail Sales: January 1976 – July 1986**

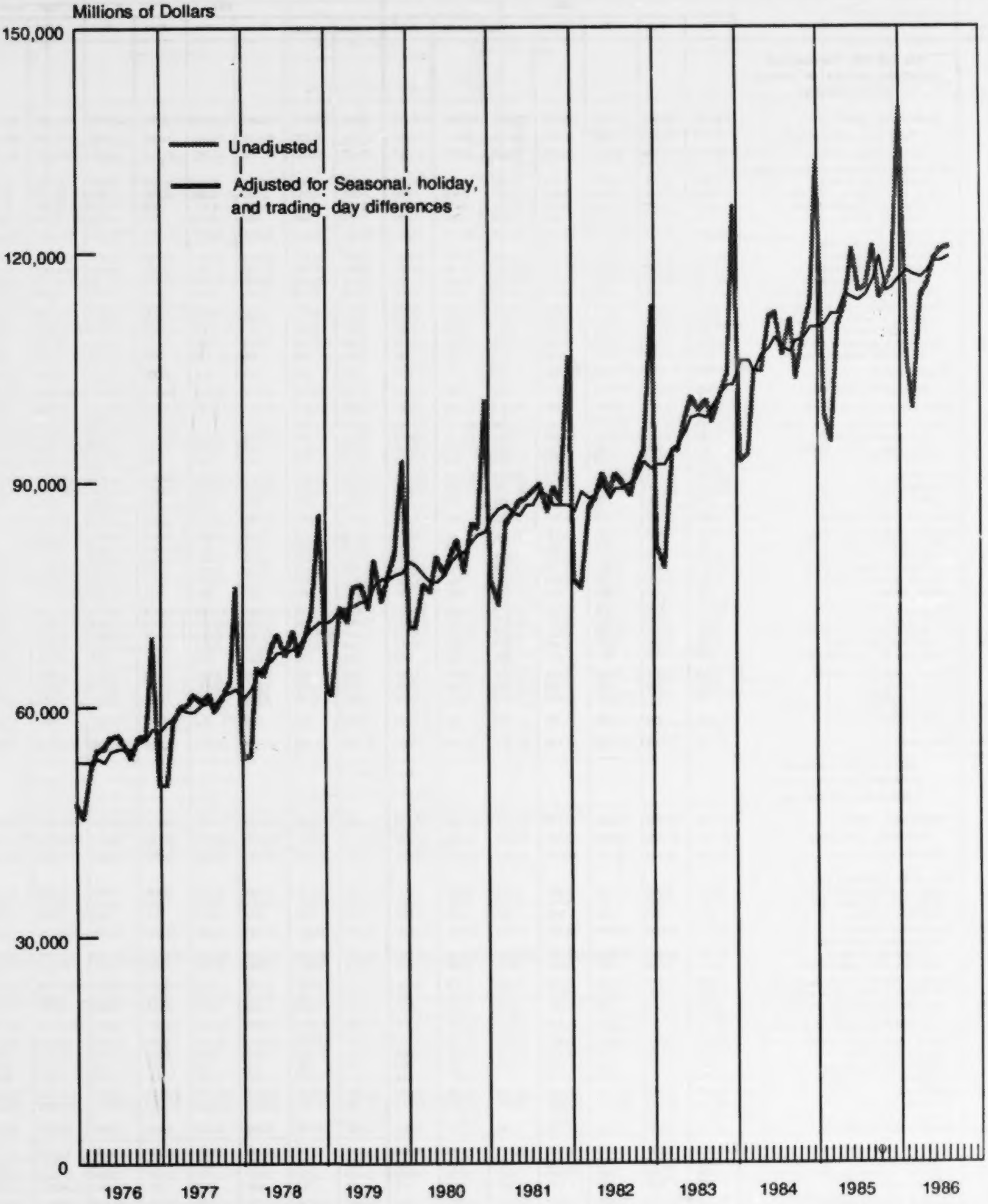


Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986							1985						Total 7 mos.	
		Jan.	Feb.	Mar.	Apr.	May	June	July^P	July	Aug.	Sept.	Oct.	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	105,642	98,661	114,236	115,710	125,421	120,351	120,472	115,225	120,772	113,842	115,760	118,060	138,646	801,483	766,871
	Total (excl. auto. group)	81,831	76,333	87,995	87,468	94,845	90,611	91,647	87,134	92,265	85,298	90,743	94,957	115,553	610,730	582,332
	Durable goods, total	38,985	37,469	42,843	46,098	49,856	48,810	48,047	44,919	46,053	45,165	42,787	41,120	46,348	312,108	292,736
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,986	6,401	7,702	8,129	8,128	8,089	6,973	6,899	6,541	6,950	6,236	5,983	48,838	41,443
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,486	6,867	6,902	7,080	6,062	6,082	5,741	6,236	5,491	5,302	42,014	36,081
521,3	Bldg. mat., supply stores	4,035	3,694	4,609	5,500	5,791	5,819	6,012	5,100	5,113	4,857	5,212	4,538	4,218	35,460	29,903
525	Hardware stores	779	712	870	986	1,076	1,063	1,048	962	969	884	1,024	953	1,084	6,554	6,178
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,242	30,576	29,740	28,825	28,091	28,507	28,544	25,007	23,103	23,093	190,763	184,539
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,172	28,446	27,631	26,667	25,883	26,333	26,519	22,811	20,938	21,054	177,078	170,773
551,2	Motor vehicle dealers	21,088	20,495	22,509	24,163	26,381	25,579	24,751	24,236	24,842	25,136	21,691	19,935	20,080	164,966	159,358
551	Motor veh. (franchised)	20,370	19,807	21,699	23,367	25,515	24,651	23,766	23,216	23,829	24,190	20,792	19,192	19,442	159,175	152,783
553	Auto & Home supply stores	1,759	1,606	1,853	2,070	2,130	2,109	2,158	2,208	2,174	2,025	2,196	2,165	2,039	13,685	13,766
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,684	6,094	6,089	6,343	5,457	5,816	5,509	5,983	6,406	8,102	40,593	36,296
571	Furniture & home furn. stores	3,035	2,828	3,209	3,208	3,434	3,346	3,462	3,036	3,277	3,033	3,245	3,422	3,693	22,522	20,253
5712	Furniture stores	1,863	1,718	1,945	1,910	2,101	2,054	2,125	1,857	2,034	1,872	1,983	2,130	2,271	13,716	12,625
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	2,048	2,239	2,323	2,441	2,057	2,138	2,058	2,298	2,533	3,675	15,132	13,532
5722	Household appliance stores	676	570	638	633	712	732	791	755	736	696	778	785	1,016	4,752	4,561
5944	Jewelry stores	704	755	790	795	1,009	871	815	711	793	759	819	1,065	2,677	5,739	5,093
	Nondurable goods, total	66,657	62,192	71,393	69,612	75,565	71,541	72,425	70,306	74,719	68,677	72,963	76,940	92,300	489,385	474,135
53	General mdse. group stores	9,383	9,550	12,661	12,498	14,017	12,756	12,142	11,488	13,513	12,027	13,217	16,422	24,720	83,006	79,557
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,797	13,275	12,107	11,514	10,814	12,761	11,367	12,522	15,647	23,376	78,373	74,894
531	Department stores	7,954	8,049	10,769	10,644	11,985	10,971	10,458	9,717	11,436	10,154	11,216	13,910	20,903	70,830	67,125
539	Misc. gen. mdse. stores	861	945	1,102	1,153	1,290	1,136	1,056	1,097	1,325	1,203	1,306	1,737	2,473	7,543	7,769
533	Variety stores	568	556	790	701	742	648	628	674	752	670	695	775	1,344	4,633	4,663
54	Food stores	23,948	21,813	24,213	23,354	25,636	24,206	25,535	24,148	24,837	22,753	23,709	24,297	25,409	168,704	161,193
541	Grocery stores	22,749	20,630	22,853	22,049	24,235	22,878	24,209	22,832	23,473	21,515	22,408	22,964	23,765	159,603	151,978
546	Retail bakeries	296	309	368	349	370	353	348	319	333	321	339	352	376	2,393	2,273
554	Gasoline service stations	8,067	7,122	7,173	6,941	7,442	7,451	7,403	9,070	9,006	8,380	8,647	8,285	8,618	51,599	57,832
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	6,313	5,680	5,539	5,073	6,172	5,491	5,881	6,809	9,783	38,492	35,537
561	Mens & boys clothing, furnishings	563	511	660	692	776	724	610	567	645	600	691	854	1,342	4,536	4,204
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,405	2,612	2,331	2,388	2,180	2,509	2,360	2,534	2,836	3,963	16,190	14,920
562	Womens ready-to-wear	1,717	1,624	2,297	2,164	2,355	2,115	2,183	1,969	2,252	2,128	2,252	2,487	3,444	14,455	13,312
565	Family clothing stores	1,161	1,069	1,556	1,463	1,605	1,450	1,395	1,314	1,748	1,391	1,500	1,864	2,885	9,719	8,944
566	Shoe stores	740	703	1,026	914	986	892	841	774	998	892	898	948	1,190	6,112	5,931
58	Eating and drinking places	10,338	9,826	11,309	11,663	12,377	12,250	12,640	11,673	11,979	10,987	11,307	10,754	10,728	80,403	75,280
5812	Eating places	9,525	9,075	10,458	10,751	11,476	11,326	11,692	10,833	11,164	10,185	10,471	9,940	9,894	74,303	69,548
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,622	6,977	6,852	7,105	6,569	6,777	6,340	6,522	6,127	6,012	45,337	42,702
5812 pt.	Refreshment places	3,632	3,376	3,941	3,989	4,317	4,305	4,443	4,154	4,264	3,723	3,819	3,682	3,749	28,013	26,108
5813	Drinking pls. (alcoholic bev)	813	751	851	912	901	924	948	840	815	802	836	814	834	6,100	5,732
591	Drug & proprietary stores	3,828	3,619	3,997	3,865	4,118	3,994	4,034	3,726	3,866	3,595	3,863	3,832	5,186	27,455	25,672
592	Liquor stores	1,363	1,242	1,395	1,366	1,496	1,489	1,551	1,514	1,532	1,491	1,430	1,544	2,077	9,902	9,728
596	Nonstore retailers[1]	2,139	2,094	2,275	2,276	2,183	2,077	2,028	2,007	2,120	2,194	2,830	2,800	2,587	15,072	14,419
5961 pt.	Mail-order houses (department store merchandise)	280	238	286	308	280	265	290	341	357	336	467	494	461	1,937	2,445
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,170	30,211	28,206	27,587	25,253	29,166	26,367	28,627	33,946	50,548	185,819	173,867
	Adjusted for seasonal variations, holiday, and trading-day differences							See	note 3							
	Retail trade, total	117,349	117,200	116,684	117,715	118,675	118,980	119,258	114,620	116,224	119,118	114,765	115,433	116,861	825,841	790,781
	Total (excl. auto group)	91,022	91,160	91,658	91,358	91,511	91,859	92,228	88,367	88,930	89,328	89,720	90,144	90,697	640,796	611,438
	Durable goods, total	44,187	43,949	43,279	44,874	45,554	45,586	45,883	42,887	44,187	46,748	42,355	42,631	43,882	313,322	294,056
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,143	7,384	6,947	6,998	7,103	6,140	6,213	6,226	6,409	6,456	6,641	49,408	41,989
521,3	Bldg. mat., & supply stores	5,121	5,053	5,121	5,451	5,107	5,087	5,187	4,416	4,521	4,493	4,679	4,683	4,882	36,127	30,490
525	Hardware stores	927	953	974	948	933	984	979	902	936	936	1,012	941	940	6,698	6,296
55 ex 554	Automotive dealers	26,327	26,040	25,026	26,357	27,164	27,101	27,030	26,253	27,294	29,790	25,065	25,289	26,164	185,045	179,343
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	23,029	24,369	25,151	25,096	25,063	24,236	25,272	27,740	23,018	23,187	24,117	170,996	165,270
553	Auto & home supply stores	2,041	2,038	1,997	1,988	2,013	2,006	1,967	2,018	2,022	2,060	2,047	2,102	2,047	14,049	14,073
57	Furniture, home furn. & equip strs	5,989	5,971	6,049	6,099	6,282	6,378	6,504	5,602	5,679	5,796	5,884	5,909	6,012	43,232	38,588
571	Furniture & home furn. stores	3,253	3,300	3,323	3,338	3,373	3,404	3,493	3,073	3,115	3,137	3,123	3,160	3,211	23,490	21,091
5722,32	Household appliance, radio & tv	2,263	2,244	2,266	2,301	2,426	2,509	2,530	2,127	2,151	2,239	2,307	2,301	2,348	16,541	14,761
	Nondurable goods, total	73,162	73,251	73,405	72,841	73,121	73,384	73,375	71,733	72,037	72,370	72,430	72,802	72,979	512,519	496,725
53	General mdse. group stores	13,340	13,621	13,801	13,860	13,730	13,766	13,774	13,209	13,427	13,410	13,322	13,455	13,416	95,892	92,092
531	Department stores	11,330	11,532	11,705	11,774	11,716	11,784	11,857	11,156	11,323	11,270	11,295	11,430	11,416	81,698	77,588
533	Variety stores	768	747	803	774	737	711	683	739	737	775	726	721	723	5,223	5,245
539	Misc. gen. mdse stores	1,242	1,342	1,293	1,312	1,277	1,271	1,234	1,314	1,367	1,365	1,301	1,304	1,277	8,971	9,259
54	Food stores	24,337	24,261	24,463	24,126	24,233	24,398	24,530	23,508	23,548	23,828	23,787	24,043	24,250	170,348	163,044
541	Grocery stores	23,002	22,948	23,131	22,825	22,906	23,063	23,211	22,189	22,207	22,505	22,453	22,892	22,873	161,086	153,671
554	Gasoline service stations	8,421	8,186	7,615	7,112	7,190	7,144	6,951	8,524	8,479	8,388	8,420	8,420	8,499	52,619	58,635
56	Apparel & accessory stores	5,915	5,996	6,189	6,205	6,211	6,283	6,254	5,771	5,876	5,880	5,897	5,984	5,954	43,053	38,712
561	Mens & boys clothing, furnishings	695	730	752	770	759	754	740	685	688	684	697	704	704	5,200	4,832
562,3,8	Women's clothing, spec., furrier	2,498	2,492	2,562	2,548	2,553	2,625	2,630	2,438	2,484	2,497	2,470	2,493	2,506	17,908	16,523
566	Shoe stores	896	924	937	941	951	965	961	898	915	898	885	891	893	6,565	6,343
58	Eating & drinking places	11,274	11,255	11,400	11,651	11,710	11,722	11,802	10,940	10,890	11,009	11,107	11,110	11,003	80,814	75,787
591	Drug & proprietary stores	3,938	3,925	4,017	4,022	4,089	4,118	4,154	3,853	3,901	3,878	3,954	3,910	3,911	28,263	26,454
592	Liquor stores	1,503	1,489	1,520	1,483	1,497	1,519	1,493	1,466	1,462	1,591	1,485	1,482	1,496	10,514	10,314

^{P}Preliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

SIC code	Kind of business	Percent change in retail sales: July 1986 from-- July 1985	Percent change in retail sales: July 1986 from-- June 1986	7 mos. 1986 from 7 mos. 1985
	Data Not Adjusted[1]			
	Retail trade, total	+4.6	+.1	+4.5
	Total (excl. auto. group)	+5.2	+1.1	+4.9
	Durable goods, total	+7.0	-1.6	+6.6
52	Building materials, hardware, garden supply, and mobile homes dealers	+16.0	-.5	+17.8
521,3,5	Bldg. mat., supply, hardware stores	+16.5	+2.3	+16.4
521,3	Bldg. materials and supply stores	+17.9	+3.3	+18.6
523	Paint, glass, wallpaper stores*	+10.4	-2.2	+23.6
525	Hardware stores	+8.9	-3.2	+6.1
55 ex 554	Automotive dealers	+2.6	-3.1	+3.4
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+3.0	-3.5	+3.7
551,2	Motor vehicle dealers	+2.1	-3.2	+3.5
551	Motor vehicle dlrs. (franchised)	+2.4	-3.6	+4.2
553	Auto and home supply stores	-2.3	+2.3	-.6
57	Furniture, home furn., & equip. stores	+16.2	+4.2	+11.8
571	Furniture, and home furn. stores	+14.0	+3.5	+11.2
5712	Furniture stores	+14.4	+3.5	+8.6
5713	Floor covering stores*	+8.9	+1.4	+15.6
5722,32	Household appliance, radio & TV	+18.7	+5.1	+11.8
5722	Household appliance stores	+4.8	+8.1	+4.2
5732	Radio and television stores*	+26.7	+3.7	+15.7
5733	Music stores*	+20.9	+4.8	+17.0
5941	Sporting goods strs. & bicycle shops*	+8.7	-3.0	+3.1
5942	Book stores*	+5.1	-8.8	+1.1
5944	Jewelry stores	+14.6	-6.4	+12.7
5946	Camera, photographic supply stores*	+8.8	+3.3	+5.8
5999 pt.	Optical goods stores*	+9.1	+3.3	+9.7
	Nondurable goods, total	+3.0	+1.2	+3.2
53	General merchandise group stores	+5.7	-4.8	+4.3
531,9	Dept. strs., misc. gen. mdse. strs	+6.5	-4.9	+4.6
531	Department stores	+7.6	-4.7	+5.5
539	Misc. general mdse. stores	-3.7	-7.0	-2.9
533	Variety stores	-8.8	-3.1	-.6
54	Food stores	+5.7	+5.5	+4.7
541	Grocery stores	+6.0	+5.8	+5.0
542	Meat and fish (seafood) markets*	-13.0	-1.5	-15.8
543	Fruit stores & vegetable markets*	+.7	-1.4	+6.0
544	Candy, nut, confectionery stores*	+16.7	+3.4	+14.4
546	Retail bakeries	+9.1	-1.4	+5.3
554	Gasoline service stations	-18.4	-.6	-10.8
56	Apparel and accessory stores	+9.2	-2.5	+8.3
561	Men's & boy's clothing, furnishings	+7.6	-15.7	+7.9
562,3,8	Women's cloth., spec. strs., furriers	+9.5	+2.4	+8.5
562	Women's ready-to-wear stores	+10.9	+3.2	+8.6
565	Family clothing stores	+6.2	-3.8	+8.7
566	Shoe stores	+8.7	-5.7	+3.1
58	Eating and drinking places	+8.3	+3.2	+6.8
5812	Eating places	+7.9	+3.2	+6.8
5812 pt.	Restaurants, lunchrooms, cafes	+8.2	+3.7	+6.2
5812 pt.	Refreshment places	+7.0	+3.2	+7.3
5813	Drinking places (alcoholic bevs.)	+12.9	+2.6	+6.4
591	Drug & proprietary stores	+8.3	+1.0	+6.9
592	Liquor stores	+2.4	+4.2	+1.8
5943	Stationery stores*	-5.7	-5.2	-2.9
596	Nonstore retailers[2]	+1.0	-2.4	+4.5
5961 pt.	Mail-order houses (department store merchandise)	-15.0	+9.4	-20.8
598	Fuel and ice dealers*	-12.5	-.3	-7.9
5983	Fuel and oil dealers*	-13.7	.0	-10.0
53,56,57, 594	GAF, total[3]	+9.2	-2.2	+6.9
	Data Adjusted[4]			
	Retail trade, total	+4.0	+.3	+4.4
	Total (ex. automotive group)	+4.4	+.4	+4.8
	Durable goods, total	+7.0	+.6	+6.6
52	Building materials, hardware, garden supply, and mobile homes dealers	+15.7	+1.5	+17.7
521,3	Bldg. materials and supply stores	+17.5	+2.0	+18.5
525	Hardware stores	+8.5	-.5	+6.4
55 ex 554	Automotive dealers	+3.0	-.3	+3.2
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+3.4	-.1	+3.5
553	Auto and home supply stores	-2.5	-1.9	-.2
57	Furniture, home furn., & equip. stores	+16.1	+2.0	+12.0
571	Furniture and home furn. stores	+13.7	+2.6	+11.4
5722,32	Hshd. appl., radio and TV stores	+18.9	+.8	+12.1
	Nondurable goods, total	+2.3	.0	+3.2
53	General merchandise group stores	+4.3	+.1	+4[illegible]
531	Department stores	+6.3	+.6	+5.3
533	Variety stores	-7.6	-3.9	-.4
539	Misc. general mdse. stores	-6.1	-2.9	-3.1
54	Food stores	+4.3	+.5	+4.5
541	Grocery stores	+4.6	+.6	+4.8
554	Gasoline service stations	-18.5	-2.7	-10.3
56	Apparel and accessory stores	+8.4	-.5	+8.4
561	Men's & boy's clothing, furnishings	+8.0	-1.9	+7.6
562,3,8	Women's cloth., spec. strs., furriers	+7.9	+.2	+8.4
566	Shoe stores	+7.0	+.6	+3.3
58	Eating and drinking places	+7.9	+.7	+6.6
591	Drug & proprietary stores	+7.8	+.9	+6.8
592	Liquor stores	+1.8	-1.7	+1.9

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.
[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.
[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. Month-to-Month and Long-Term Percent Changes in Retail Sales

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change: May 1986 through July 1986 from--		Average monthly rates of change		
	July 1986 from June 1986	June 1986 from May 1986	May 1986 from Apr.1986	Feb.1986 through Apr.1986	May1985 through July 1985	July 1986 from Apr.1986 (3-mo. span)	July 1986 from Jan.1986 (6-mo. span)	July 1986 from July 1985 (12-mo. span)
Retail trade, total	+.3	+.2	+.8	+1.5	+4.3	+.4	+.3	+.3
Durable goods, total	+.6	+.1	+1.5	+3.7	+7.2	+.7	+.6	+.6
Nondurable goods, total	.0	+.3	+.4	+.2	+2.6	+.2	.0	+.2

Table 3. Estimated Monthly Retail Sales, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.	Oct.	Nov.	Dec
	Retail trade, total	110,511	111,935	111,999	114,256	113,992	113,468	114,620	116,224	119,118	114,785	115,433	116,861
	Total (excl. auto. group)	85,848	86,783	86,815	88,142	87,998	87,485	88,367	88,930	89,328	89,720	90,144	90,697
	Durable goods, total	40,644	41,341	41,498	42,764	42,587	42,335	42,887	44,187	46,748	42,355	42,631	43,882
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,033	5,952	6,140	6,213	6,226	6,409	6,456	6,641
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,356	4,416	4,521	4,493	4,679	4,683	4,882
525	Hardware stores	893	878	901	928	906	887	902	936	936	1,012	941	940
55ex.554	Automotive dealers	24,663	25,152	25,184	26,114	25,994	25,983	26,253	27,294	29,790	25,065	25,289	26,164
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	23,975	24,235	25,272	27,740	23,018	23,187	24,117
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,037	2,008	2,018	2,022	2,050	2,047	2,102	2,047
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,475	5,647	5,554	5,602	5,679	5,796	5,884	5,909	6,012
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,072	3,044	3,073	3,115	3,137	3,123	3,160	3,211
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,105	2,175	2,114	2,127	2,151	2,239	2,307	2,301	2,348
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,405	71,133	71,733	72,037	72,370	72,430	72,802	72,979
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,217	13,126	13,209	13,427	13,410	13,322	13,455	13,416
531	Department stores	10,837	11,130	11,069	11,191	11,138	11,067	11,156	11,323	11,270	11,295	11,430	11,416
533	Variety stores	733	757	758	760	750	748	739	737	775	726	721	723
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,337	1,329	1,311	1,314	1,367	1,365	1,301	1,304	1,277
54	Food stores	23,123	23,188	22,073	23,445	23,370	23,337	23,508	23,548	23,828	23,787	24,043	24,250
541	Grocery stores	21,794	21,846	21,720	22,093	22,006	22,023	22,189	22,207	22,505	22,453	22,692	22,873
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,472	8,428	8,524	8,479	8,388	8,420	8,420	8,499
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,763	5,703	5,771	5,876	5,890	5,897	5,964	5,954
561	Men's & boys' clothing, furnishings	694	688	694	693	697	681	685	688	684	697	704	704
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,388	2,378	2,438	2,484	2,497	2,470	2,493	2,505
566	Shoe stores	867	884	918	927	942	907	898	915	898	885	891	893
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,947	10,966	10,940	10,890	11,009	11,107	11,110	11,003
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,784	3,808	3,853	3,901	3,878	3,954	3,910	3,911
592	Liquor stores	1,494	1,461	1,475	1,490	1,474	1,454	1,466	1,462	1,591	1,465	1,482	1,495

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986							1985						Percent change		
															July 1986 from--		7 mo 1986 from 7 mo 1985
		Jan.	Feb.	Mar.	Apr.	May	June	July[p]	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1985	June 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	37,972	41,666	38,836	39,252	37,327	40,626	36,963	39,527	44,041	56,786	+5.2	+1.1	+3.8
	Durable goods, total	2,679	2,554	3,116	3,361	3,704	3,567	3,712	3,284	3,380	3,138	3,346	3,717	5,246	+13.0	+4.1	+6.9
553	Auto and home supply stores	361	341	412	451	466	449	500	423	426	409	455	454	437	+18.2	+11.4	+9.8
	Nondurable goods, total	31,847	30,149	35,959	34,611	37,962	35,269	35,540	34,043	37,246	33,825	36,181	40,324	51,540	+4.4	+.8	+3.5
53	General mdse. group stores	8,708	8,911	11,863	11,690	13,158	11,964	11,355	10,636	12,553	11,140	12,239	15,387	23,218	+6.8	-5.1	+5.1
531	Department stores	7,628	7,731	10,353	10,239	11,518	10,569	10,064	9,318	10,987	9,738	10,740	13,333	20,031	+8.0	-4.8	+5.8
533	Variety stores	461	444	670	590	631	540	519	560	632	573	582	660	1,167	-7.3	-3.9	-2.1
539	Misc. general mdse. stores	619	736	840	861	1,009	855	772	758	934	829	917	1,394	2,020	+1.8	-9.7	+2.0
54	Food stores	13,401	12,073	13,419	12,835	14,165	13,063	13,949	13,140	13,570	12,408	12,979	13,516	14,177	+6.2	+6.8	+3.8
541	Grocery stores	13,235	11,904	13,225	12,677	13,992	12,897	13,784	12,987	13,413	12,260	12,822	13,340	13,880	+6.1	+6.9	+3.8
56	Apparel and accessory stores	1,743	1,726	2,561	2,318	2,533	2,340	2,260	2,003	2,607	2,212	2,351	2,849	4,234	+12.8	-3.4	+11.6
562,3,8	Women's clothing, spec., furs	785	786	1,126	1,027	1,107	1,043	1,061	939	1,092	981	1,049	1,260	1,840	+13.0	+1.7	+12.4
562	Women's ready-to-wear	768	769	1,100	1,004	1,084	1,022	1,041	917	1,065	958	1,023	1,233	1,798	+13.5	+1.9	+12.8
565	Family clothing stores	453	438	665	613	678	613	578	533	766	592	635	823	1,274	+8.4	-5.7	+9.9
566	Shoe stores	356	352	550	476	519	467	441	373	519	438	457	495	661	+18.2	-5.6	+11.4
5812	Eating places	2,268	2,125	2,485	2,459	2,588	2,564	2,682	2,494	2,586	2,386	2,436	2,379	2,405	+7.5	+4.6	+5.9
591	Drug and proprietary stores	2,083	1,939	2,213	2,079	2,251	2,185	2,185	2,099	2,195	2,016	2,122	2,147	3,174	+4.1	.0	+4.0
							See	note 1									
	Adjusted for seasonal variations, holiday, and trading-day differences																
	Retail trade, total	40,077	40,282	40,533	40,284	40,276	40,473	40,848	39,240	39,604	39,717	39,664	40,028	40,234	+4.1	+.9	+3.9
553	Auto and home supply stores	424	437	436	443	434	433	463	393	402	418	419	429	423	+17.8	+6.9	+9.8
53	General mdse. group stores	12,454	12,724	12,962	12,963	12,886	12,889	12,950	12,281	12,504	12,447	12,394	12,558	12,500	+5.4	+.5	+5.0
531	Department stores	10,851	11,060	11,266	11,301	11,270	11,316	11,398	10,674	10,889	10,808	10,827	10,974	10,940	+6.8	+.7	+5.7
533	Variety stores	640	607	695	641	616	594	578	629	625	664	616	606	609	-8.1	-2.7	-2.0
541	Grocery stores	13,156	13,125	13,225	13,096	13,175	13,269	13,461	12,871	12,738	13,043	12,925	13,015	13,181	+4.6	+1.4	+3.6
56	Apparel and accessory stores	2,435	2,497	2,543	2,544	2,542	2,578	2,600	2,323	2,380	2,373	2,403	2,448	2,423	+11.9	+.9	+11.8
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,101	1,107	1,146	1,150	1,036	1,037	1,058	1,059	1,100	1,077	+11.0	+.3	+12.3
566	Shoe stores	452	477	482	507	503	508	528	447	472	451	461	452	459	+18.1	+3.9	+12.2
591	Drug and proprietary stores	2,207	2,169	2,220	2,224	2,238	2,260	2,264	2,189	2,247	2,198	2,227	2,164	2,189	+3.4	+.2	+3.9

[p] Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business).Group totals include kinds of business not shown separately.

Table 5. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.	Sept.	Oct.	Nov.	Dec
	Retail trade, total	38,271	38,733	38,776	39,086	39,132	39,014	39,240	39,604	39,717	39,664	40,028	40,234
553	Auto & home supply stores	400	396	402	402	404	399	393	402	418	419	429	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,275	12,166	12,281	12,504	12,447	12,394	12,558	12,500
531	Department stores	10,365	10,634	10,600	10,723	10,663	10,564	10,674	10,889	10,808	10,827	10,974	10,940
533	Variety stores	624	641	646	645	640	636	629	625	664	616	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,816	12,851	12,871	12,738	13,043	12,925	13,015	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,295	2,295	2,323	2,380	2,373	2,403	2,448	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	999	1,013	1,036	1,037	1,058	1,059	1,100	1,077
566	Shoe stores	428	434	432	440	450	450	447	472	451	461	452	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,144	2,147	2,189	2,247	2,198	2,227	2,164	2,189

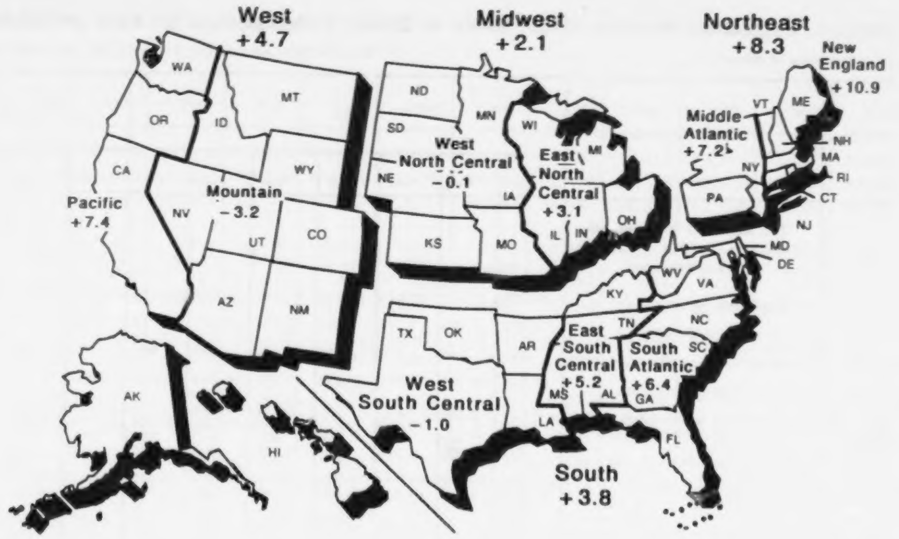
[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Figure 4.

Percent Change in Retail Sales: July 1986 From July 1985

(Based on data NOT ADJUSTED for seasonal Variations, holiday or trading – day differences)

UNITED STATES +4.6


West
+4.7
Midwest
+2.1
Northeast
+8.3
New England
+10.9
Middle Atlantic
+7.2
Pacific
+7.4
Mountain
-3.2
West North Central
-0.1
East North Central
+3.1
West South Central
-1.0
East South Central
+5.2
South Atlantic
+6.4
South
+3.8
WA
OR
CA
ID
NV
MT
WY
UT
CO
AZ
NM
AK
HI
ND
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MA
RI
CT

Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986							1985						Percent change		
														July 1986 from--		7 mos. 1986 from 7 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July[p]	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1985	June 1986	
Northeast																
Retail trade, total	**23,451**	**21,903**	**24,984**	**25,380**	**27,907**	**26,836**	**26,550**	**24,514**	**25,653**	**24,635**	**25,444**	**26,203**	**30,786**	+8.3	-1.1	+8.6
Durable goods, total	8,076	7,841	9,053	9,957	10,932	10,854	10,483	9,106	9,214	9,394	8,982	8,780	9,792	+15.1	-3.4	+16.8
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,479	1,716	1,710	1,682	1,384	1,363	1,297	1,422	1,332	1,213	+21.5	-1.6	+28.6
Automotive dealers	4,771	4,768	5,563	6,078	6,541	6,544	6,218	5,558	5,492	5,839	5,102	4,656	4,456	+11.9	-5.0	+15.6
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,284	1,420	1,378	1,420	1,190	1,263	1,197	1,353	1,500	1,863	+19.3	+3.0	+16.8
Nondurable goods, total	15,375	14,062	15,931	15,423	16,975	15,982	16,067	15,408	16,439	15,241	16,462	17,423	20,994	+4.3	+.5	+4.2
General mdse. group stores	1,761	1,857	2,442	2,458	2,901	2,578	2,354	2,168	2,658	2,440	2,740	3,435	5,125	+8.6	-8.7	+4.8
Department stores	1,487	1,552	2,084	2,107	2,509	2,219	2,014	1,830	2,260	2,068	2,354	2,969	4,395	+10.1	-9.2	+5.7
Food stores	5,392	4,844	5,378	5,139	5,679	5,397	5,698	5,297	5,438	4,995	5,266	5,350	5,588	+7.6	+5.6	+7.6
Grocery stores	5,049	4,500	4,965	4,749	5,263	4,997	5,289	4,901	5,037	4,632	4,878	4,969	5,137	+7.9	+5.8	+8.9
Gasoline service stations	1,650	1,449	1,466	1,331	1,428	1,429	1,443	1,735	1,749	1,596	1,669	1,619	1,720	-16.8	+1.0	-10.0
Apparel & accessory stores	1,163	1,081	1,505	1,466	1,701	1,456	1,329	1,204	1,529	1,407	1,575	1,778	2,461	+10.4	-8.7	+8.6
Eating & drinking places	2,276	2,098	2,373	2,494	2,711	2,682	2,809	2,724	2,753	2,513	2,595	2,452	2,459	+3.1	+4.7	+4.4
Drug & proprietary stores	785	751	848	842	898	888	885	763	788	754	802	792	1,026	+16.0	-.3	+9.2
GAF, total[1]	4,919	4,871	6,048	6,006	6,963	6,361	5,971	5,292	6,317	5,842	6,511	7,803	11,443	+12.8	-6.1	+9.4
Midwest[2]																
Retail trade, total	24,301	23,176	26,772	27,729	29,951	28,856	28,459	27,866	29,113	27,613	28,074	28,476	32,369	+2.1	-1.4	+2.8
Durable goods, total	8,665	8,620	10,041	11,174	12,018	11,887	11,277	10,969	11,169	10,930	10,134	9,633	10,510	+2.8	-5.1	+4.7
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,636	1,816	1,819	1,794	1,615	1,592	1,520	1,647	1,457	1,300	+11.1	-1.4	+10.5
Automotive dealers	5,582	5,775	6,624	7,384	7,804	7,716	7,115	7,200	7,195	7,233	6,077	5,587	5,513	-1.2	-7.8	+2.5
Furniture, home furn, and equipment stores	1,225	1,075	1,263	1,247	1,299	1,311	1,367	1,162	1,288	1,224	1,372	1,463	1,855	+17.6	+4.3	+15.6
Nondurable goods, total	15,636	14,556	16,731	16,555	17,933	16,969	17,182	16,897	17,944	16,683	17,940	18,843	21,859	+1.7	+1.3	+1.6
General mdse. group stores	2,384	2,324	3,181	3,228	3,554	3,264	3,151	2,955	3,469	3,051	3,404	4,183	6,098	+6.6	-3.5	+4.1
Department stores	2,098	2,039	2,821	2,854	3,147	2,919	2,812	2,572	3,044	2,676	2,996	3,706	5,419	+9.3	-3.7	+6.0
Food stores	5,353	4,870	5,334	5,177	5,768	5,374	5,682	5,435	5,625	5,183	5,375	5,536	5,723	+4.5	+5.7	+2.3
Grocery stores	5,132	4,648	5,081	4,929	5,479	5,113	5,432	5,152	5,305	4,922	5,114	5,253	5,399	+5.4	+6.2	+3.0
Gasoline service stations	2,211	1,913	1,894	1,845	1,986	2,066	2,005	2,582	2,502	2,392	2,527	2,402	2,446	-22.3	-3.0	-16.1
Apparel & accessory stores	1,018	897	1,294	1,216	1,316	1,174	1,162	1,100	1,343	1,160	1,303	1,516	2,108	+5.6	-1.0	+7.6
Eating & drinking places	2,220	2,254	2,608	2,716	2,804	2,774	2,872	2,525	2,639	2,510	2,587	2,443	2,270	+13.7	+3.5	+11.3
Drug & proprietary stores	992	931	993	949	1,042	1,010	1,027	960	994	930	986	967	1,306	+7.0	+1.7	+5.0
GAF, total[1]	5,179	4,838	6,350	6,305	6,927	6,482	6,386	5,904	6,853	6,080	6,755	7,994	11,642	+8.2	-1.5	+6.7
South																
Retail trade, total	35,370	33,284	38,538	38,749	41,775	39,475	39,972	38,504	40,360	37,610	38,052	38 711	46,050	+3.8	+1.3	+3.6
Durable goods, total	13,649	12,834	14,645	15,595	16,831	16,076	16,201	15,578	16,018	15,397	14,627	13,911	15,815	+4.0	+.8	+3.3
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,041	2,999	2,910	2,903	2,615	2,492	2,396	2,554	2,258	2,271	+11.0	-.2	+16.4
Automotive dealers	8,405	7,901	8,690	9,326	10,283	9,661	9,698	9,747	10,095	9,853	8,705	7,957	8,051	-.5	+.4	-1.5
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	2,037	2,093	2,206	1,883	2,005	1,863	1,950	2,101	2,651	+17.2	+5.4	+10.1
Nondurable goods, total	21,721	20,450	23,893	23,154	24,944	23,399	23,771	22,926	24,342	22,213	23,425	24,800	30,235	+3.7	+1.6	+3.9
General mdse. group stores	3,192	3,300	4,485	4,332	4,786	4,306	4,136	3,939	4,569	4,004	4,367	5,477	8,512	+5.0	-3.9	+4.6
Department stores	2,604	2,676	3,655	3,537	3,930	3,586	3,459	3,204	3,722	3,234	3,551	4,404	6,794	+8.0	-3.5	+6.4
Food stores	8,138	7,476	8,353	8,017	8,710	8,233	8,683	8,300	8,511	7,866	8,096	8,322	8,626	+4.6	+5.5	+3.9
Grocery stores	7,859	7,208	8,050	7,735	8,419	7,945	8,389	8,003	8,217	7,587	7,798	8,015	8,270	+4.8	+5.6	+4.3
Gasoline service stations	2,624	2,293	2,317	2,302	2,445	2.351	2,352	2,892	2,861	2,635	2,685	2,584	2,733	-18.7	.0	-8.1
Apparel & accessory stores	1,514	1,448	2,105	1,879	2,010	1,779	1,771	1,624	1,985	1,745	1,799	2,077	3,164	+9.1	-.4	+8.0
Eating & drinking places	3,324	3,130	3,649	3,821	4,069	3,996	4,116	3,631	3,734	3,369	3,507	3,379	3,407	+13.4	+3.0	+7.1
Drug & proprietary stores	1,281	1,229	1,361	1,288	1,353	1,281	1,301	1,187	1,241	1,136	1,265	1,275	1,714	+9.6	+1.6	+10.2
GAF, total[1]	7,512	7,370	9,543	9,079	9,952	9,230	9,129	8,377	9,595	8,568	9,171	10,930	16,771	+9.0	-1.1	+6.6
West																
Retail trade, total	22,520	21,298	23,942	23,852	25,788	25,184	25,491	24,341	25,646	23,984	24,180	24,670	29,441	+4.7	+1.2	+3.7
Durable goods, total	8,595	8,174	9,104	9,372	10,075	9,993	10,086	9,266	9,652	9,444	9,044	8,796	10,229	+8.8	+.9	+4.8
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,546	1,598	1,689	1,710	1,359	1,452	1,328	1,327	1,189	1,209	+25.8	+1.2	+19.0
Automotive dealers	5,053	4,884	5,364	5,454	5,948	5,819	5,794	5,586	5,725	5,619	5,123	4,903	5,073	+3.7	-.4	+1.5
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,246	1,338	1,307	1,350	1,222	1,260	1,225	1,308	1,342	1,733	+10.5	+3.3	+6.4
Nondurable goods, total	13,925	13,124	14,838	14,480	15,713	15,191	15,405	15,075	15,994	14,540	15,136	15,874	19,212	+2.2	+1.4	+3.1
General mdse. group stores	2,046	2,069	2,553	2,480	2,776	2,607	2,501	2,426	2,817	2,532	2,706	3,327	4,985	+3.1	-4.1	+3.7
Department stores	1,765	1,782	2,209	2,146	2,399	2,247	2,173	2,111	2,410	2,176	2,315	2,831	4,295	+2.9	-3.3	+3.4
Food stores	5,065	4,623	5,148	5,021	5,478	5,202	5,472	5,116	5,263	4,709	4,972	5,089	5,472	+7.0	+5.2	+5.4
Grocery stores	4,709	4,274	4,757	4,636	5,074	4,823	5,099	4,776	4,914	4,374	4,618	4,727	4,959	+6.8	+5.7	+4.6
Gasoline service stations	1,582	1,467	1,496	1,463	1,583	1,605	1,603	1,861	1,893	1,757	1,766	1,680	1,719	-13.9	-.1	-8.1
Apparel & accessory stores	999	975	1,224	1,176	1,286	1,271	1,277	1,145	1,315	1,179	1,204	1,438	2,050	+11.5	+.5	+9.2
Eating & drinking paces	2,518	2,344	2,679	2,632	2,793	2,798	2,843	2,793	2,853	2,595	2,618	2,480	2,592	+1.8	+1.6	+4.5
Drug & proprietary stores	770	708	795	786	825	815	821	816	843	775	810	798	1,140	+.6	+.7	+2.1
GAF, total[1]	5,133	4,967	5,915	5,780	6,369	6,133	6,101	5,680	6,401	5,877	6,190	7,219	10,692	+7.4	-.5	+5.0

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986							1985						Percent change		
														July 1986 from--		7 mos. 1986 from 7 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July[p]	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1985	June 1986	
New England	**7,150**	**6,664**	**7,480**	**7,630**	**8,359**	**8,110**	**8,167**	**7,361**	**7,729**	**7,461**	**7,777**	**7,811**	**9,108**	**+10.9**	**+.7**	**+11.0**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,693	5,078	4,750	4,800	4,638	4,965	4,517	5,008	5,289	6,266	+3.5	+1.1	+5.5
Gen. mdse. group stores	513	539	702	717	839	749	705	621	775	695	767	971	1,471	+13.5	-5.9	+7.2
Department stores	407	411	555	571	673	599	560	502	619	549	622	782	1,179	+11.6	-6.5	+6.6
Food stores	1,534	1,360	1,494	1,470	1,630	1,519	1,628	1,582	1,644	1,441	1,557	1,536	1,562	+2.9	+7.2	+5.7
GAF, total[1]	1,238	1,261	1,590	1,598	1,834	1,680	1,592	1,393	1,714	1,543	1,710	2,059	3,070	+14.3	-5.2	+10.8
Middle Atlantic	**16,301**	**15,239**	**17,504**	**17,750**	**19,548**	**18,726**	**18,383**	**17,153**	**17,924**	**17,174**	**17,667**	**18,392**	**21,678**	**+7.2**	**-1.8**	**+7.6**
Durable goods, total	5,706	5,513	6,370	7,020	7,651	7,494	7,116	6,383	6,450	6,450	6,213	6,258	6,950	+11.5	-5.0	+14.8
Automotive dealers	3,311	3,257	3,846	4,212	4,475	4,404	4,090	3,834	3,785	3,916	3,463	3,236	3,089	+6.7	-7.1	+12.8
Nondurable goods, total	10,595	9,726	11,134	10,730	11,897	11,232	11,267	10,770	11,474	10,724	11,454	12,134	14,728	+4.6	+.3	+3.7
Gen. mdse. group stores	1,248	1,318	1,740	1,741	2,062	1,829	1,649	1,547	1,883	1,745	1,973	2,464	3,654	+6.6	-9.8	+3.8
Department stores	1,080	1,141	1,529	1,536	1,836	1,620	1,454	1,328	1,641	1,519	1,732	2,187	3,216	+9.5	-10.2	+5.4
Food stores	3,858	3,484	3,884	3,669	4,049	3,878	4,070	3,715	3,794	3,554	3,709	3,814	4,026	+9.6	+5.0	+8.4
Gasoline service stations	1,103	956	981	884	951	958	981	1,208	1,218	1,092	1,118	1,077	1,152	-18.8	+2.4	-14.7
Apparel & accessory strs.	869	792	1,116	1,083	1,295	1,095	1,001	909	1,141	1,063	1,175	1,309	1,856	+10.1	-8.6	+7.5
Eating & drinking places	1,498	1,393	1,594	1,642	1,807	1,807	1,899	1,828	1,873	1,747	1,737	1,646	1,676	+3.9	+5.1	+1.7
Drug & proprietary stores	588	553	644	643	672	680	690	565	575	551	595	581	747	+22.1	+1.5	+15.3
GAF, total[1]	3,681	3,610	4,458	4,408	5,129	4,681	4,379	3,899	4,603	4,299	4,801	5,744	8,373	+12.3	-6.5	+8.9
East North Central	**16,969**	**16,300**	**18,923**	**19,572**	**21,180**	**20,548**	**20,211**	**19,611**	**20,400**	**19,370**	**19,545**	**19,931**	**22,888**	**+3.1**	**-1.6**	**+3.7**
Durable goods, total	5,975	6,021	7,021	7,827	8,466	8,459	7,961	7,644	7,649	7,568	6,937	6,632	7,441	+4.1	-5.9	+6.5
Automotive dealers	3,879	4,047	4,664	5,177	5,502	5,559	5,080	5,041	4,930	5,029	4,158	3,808	3,883	+.8	-8.6	+4.8
Furniture, home furn. strs.	843	764	912	913	945	960	1,011	856	946	881	968	1,068	1,326	+18.1	+5.3	+14.9
Nondurable goods, total	10,994	10,279	11,902	11,745	12,714	12,089	12,250	11,967	12,751	11,802	12,608	13,299	15,447	+2.4	+1.3	+2.1
Gen. mdse. group stores	1,661	1,616	2,236	2,273	2,474	2,291	2,216	2,063	2,415	2,136	2,405	2,961	4,313	+7.4	-3.3	+4.1
Department stores	1,480	1,443	2,008	2,033	2,220	2,068	1,993	1,816	2,145	1,900	2,146	2,672	3,878	+9.7	-3.6	+5.7
Food stores	3,647	3,325	3,668	3,542	3,976	3,690	3,933	3,751	3,912	3,542	3,642	3,757	3,893	+4.9	+6.6	+2.1
Gasoline service stations	1,547	1,347	1,333	1,271	1,368	1,453	1,435	1,790	1,743	1,666	1,724	1,615	1,671	-19.8	-1.2	-15.2
Apparel & accessory strs.	758	661	963	907	994	886	864	817	1,003	867	957	1,141	1,576	+5.8	-2.5	+7.5
Eating & drinking places	1,574	1,640	1,889	1,960	2,065	2,046	2,089	1,836	1,922	1,823	1,853	1,777	1,600	+13.8	+2.1	+11.5
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,545	4,981	4,682	4,612	4,241	4,900	4,359	4,834	5,789	8,405	+8.7	-1.5	+7.0
West North Central	**7,332**	**6,876**	**7,849**	**8,157**	**8,771**	**3,308**	**8,248**	**8,255**	**8,713**	**8,243**	**8,529**	**8,545**	**9,481**	**-.1**	**-.7**	**+.6**
Durable goods, total	2,690	2,599	3,020	3,347	3,552	3,428	3,316	3,325	3,520	3,362	3,197	3,001	3,069	-.3	-3.3	+.9
Automotive dealers	1,703	1,728	1,960	2,207	2,302	2,157	2,035	2,159	2,265	2,204	1,919	1,779	1,630	-5.7	-5.7	-2.5
Nondurable goods, total	4,642	4,277	4,829	4,810	5,219	4,880	4,932	4,930	5,193	4,881	5,332	5,544	6,412	.0	+1.1	+.4
Gen. mdse. group stores	723	708	945	955	1,080	973	935	892	1,054	915	999	1,222	1,785	+4.8	-3.9	+4.3
Department stores	618	596	813	821	927	851	819	756	899	776	850	1,034	1,541	+8.3	-3.8	+6.7
Food stores	1,706	1,545	1,666	1,635	1,792	1,684	1,749	1,684	1,713	1,641	1,733	1,779	1,830	+3.9	+3.9	+2.9
Gasoline service stations	664	566	561	574	618	613	570	792	759	726	803	787	775	-28.0	-7.0	-18.1
Apparel & accessory strs.	260	236	331	309	322	288	298	283	340	293	346	375	532	+5.3	+3.5	+8.0
GAF, total[1]	1,510	1 403	1,793	1,760	1,946	1,800	1,774	1,663	1,953	1,721	1,921	2,205	3,237	+6.7	-1.4	+6.1
South Atlantic	**18,748**	**17,664**	**20,445**	**20,657**	**22,199**	**20,836**	**20,982**	**19,726**	**20,771**	**19,474**	**19,919**	**20,258**	**24,042**	**+6.4**	**+.7**	**+6.1**
Durable goods, total	7,844	7,377	8,351	8,978	9,674	9,167	9,181	8,548	8,798	8,518	8,191	7,881	8,855	+7.4	+.2	+7.3
Automotive dealers	4,825	4,576	4,967	5,423	5,966	5,537	5,531	5,437	5,618	5,527	4,963	4,582	4,507	+1.7	-.1	+1.6
Furniture, home furn. strs.	1,015	958	1,081	1,036	1,126	1,164	1,236	992	1,064	987	1,058	1,183	1,461	+24.6	+6.2	+14.0
Nondurable goods, total	10,904	10,287	12,094	11,679	12,525	11,669	11,801	11,178	11,973	10,956	11,728	12,377	15,187	+5.6	+1.1	+5.3
Gen. mdse. group stores	1,564	1,642	2,214	2,170	2,374	2,124	2,003	1,887	2,232	1,958	2,149	2,749	4,327	+6.1	-5.7	+5.1
Department stores	1,250	1,303	1,775	1,739	1,912	1,749	1,661	1,507	1,789	1,577	1,735	2,170	3,393	+10.2	-5.0	+6.9
Food stores	4,024	3,635	4,113	3,937	4,294	4,048	4,286	4,002	4,137	3,812	4,009	4,116	4,250	+7.1	+5.9	+4.4
Gasoline service stations	1,431	1,263	1,269	1,257	1,294	1,216	1,205	1,457	1,495	1,387	1,431	1,356	1,445	-17.3	-.9	-4.9
Apparel & accessory strs.	717	687	1,054	946	1,011	908	880	760	914	805	872	994	1,513	+15.8	-3.1	+13.7
GAF, total[1]	3,805	3,786	4,900	4,678	5,096	4,764	4,658	4,106	4,728	4,223	4,631	5,578	8,551	+13.4	-2.2	+9.5
East South Central	**5,536**	**5,162**	**6,076**	**6,174**	**6,774**	**6,525**	**6,733**	**6,401**	**6,619**	**6,184**	**6,370**	**6,338**	**7,364**	**+5.2**	**+3.2**	**+5.7**
Durable goods, total	1,917	1,853	2,200	2,352	2,634	2,549	2,657	2,424	2,470	2,378	2,312	2,100	2,288	+9.6	+4.2	+11.3
Nondurable goods, total	3,619	3,309	3,876	3,822	4,140	3,976	4,076	3,977	4,149	3,806	4,058	4,238	5,076	+2.5	+2.5	+2.6
Gen. mdse. group stores	544	556	796	785	852	772	750	707	807	710	787	1,006	1,506	+6.1	-2.8	+9.0
Department stores	422	424	613	606	661	605	595	538	617	536	595	772	1,134	+10.6	-1.7	+9.5
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,460	1,577	1,444	1,448	1,373	1,555	1,376	1,491	1,791	2,681	+5.5	+.3	+11.0
West South Central	**11,086**	**10,458**	**12,017**	**11,918**	**12,802**	**12,114**	**12,257**	**12,377**	**12,970**	**11,952**	**11,763**	**12,115**	**14,644**	**-1.0**	**+1.2**	**-1.4**
Durable goods, total	3,888	3,604	4,094	4,265	4,523	4,360	4,363	4,606	4,750	4,501	4,124	3,930	4,672	-5.3	+.1	-7.4
Automotive dealers	2,308	2,086	2,249	2,364	2,518	2,423	2,415	2,756	2,884	2,784	2,337	2,143	2,283	-12.4	-.3	-14.0
Nondurable goods, total	7,198	6,854	7,923	7,653	8,279	7,754	7,894	7,771	8,220	7,451	7,639	8,185	9,972	+1.6	+1.8	+2.3
Gen. mdse. group stores	1,084	1,102	1,475	1,377	1,560	1,410	1,383	1,345	1,530	1,336	1,431	1,722	2,679	+2.8	-1.9	+1.6
Department stores	932	949	1,267	1,192	1,357	1,232	1,203	1,159	1,316	1,121	1,221	1,462	2,267	+3.8	-2.4	+4.3
Food stores	2,783	2 664	2,899	2,756	2,955	2,759	2,887	2,904	2,956	2,728	2,747	2,871	2,981	-.6	+4.6	+3.2
Apparel & accessory strs.	601	566	748	656	702	614	632	621	774	692	666	776	1,194	+1.8	+2.9	+1.0
GAF, total[1]	2,596	2,496	3,146	2,941	3,279	3,022	3,023	2,898	3,312	2,969	3,049	3,561	5,539	+4.3	.0	+.7
Mountain	**5,719**	**5,353**	**5,908**	**5,818**	**6,301**	**6,034**	**5,999**	**6,195**	**6,585**	**5,914**	**6,172**	**6,284**	**7,383**	**-3.2**	**-.6**	**+.8**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,628	3,910	3,704	3,773	3,933	4,264	3,680	3,904	4,098	4,841	-4.1	+1.9	-.3
Gen. mdse. group stores	492	499	635	600	679	628	605	585	710	620	668	842	1,249	+3.4	-3.7	+2.7
Department stores	403	401	523	502	571	520	504	479	554	492	535	648	998	+5.2	-3.1	+6.2
Food stores	1,386	1,269	1,411	1,342	1,440	1,335	1,413	1,431	1,487	1,245	1,365	1,405	1,462	-1.3	+5.8	+.1
GAF, total[1]	1,208	1,164	1,439	1,343	1,460	1,362	1,342	1,291	1,501	1,370	1,465	1,693	2,617	+4.0	-1.5	+2.2
Pacific	**16,801**	**15,945**	**18,034**	**18,034**	**19,487**	**19,150**	**19,492**	**18,146**	**19,061**	**18,070**	**18,008**	**18,386**	**22,058**	**+7.4**	**+1.8**	**+4.7**
Durable goods, total	6,445	6,201	7,007	7,182	7,684	7,663	7,860	7,004	7,331	7,210	6,776	6,610	7,687	+12.2	+2.6	+5.5
Automotive dealers	3,819	3,727	4,217	4,242	4,572	4,500	4,558	4,223	4,373	4,339	3,862	3,707	3,910	+7.9	+1.3	+1.4
Furniture, home furn. strs.	972	872	962	962	1,037	1,013	1,058	960	990	953	1,010	1,044	1,329	+10.2	+4.4	+9.2
Nondurable goods, total	10,356	9,744	11,027	10,852	11,803	11,487	11,632	11,142	11,730	10,860	11,232	11,776	14,371	+4.4	+1.3	+4.2
Gen. mdse. group stores	1,554	1,570	1,918	1,880	2,097	1,979	1,896	1,841	2,107	1,912	2,038	2,485	3,736	+3.0	-4.2	+4.0
Depatment stores	1,362	1,381	1,686	1,644	1,828	1,727	1,669	1,632	1,856	1,684	1,780	2,183	3,297	+2.3	-3.4	+2.6
Food stores	3,679	3,354	3,737	3,679	4,038	3,867	4,059	3,685	3,776	3,464	3,607	3,684	4,010	+10.1	+5.0	+7.5
Gasoline service stations	1,071	1,021	1,067	1,062	1,148	1,159	1,151	1,258	1,282	1,195	1,188	1,129	1,173	-8.5	-.7	-5.5
Apparel & accessory strs.	784	768	940	917	1,027	1,041	1,044	920	1,044	946	949	1,159	1,594	+13.5	+.3	+9.0
Eating & drinking places	1,950	1,774	2,037	2,003	2,119	2,116	2,152	2,106	2,127	2,001	2,035	1,916	2,011	+2.2	+1.7	+4.1
Drug & proprietary stores	632	575	643	632	652	646	652	629	651	614	645	638	933	+3.7	+.9	+6.8
GAF, total[1]	3,925	3,803	4,476	4,437	4,909	4,771	4,759	4,389	4,900	4,507	4,725	5,526	8,075	+8.4	-.3	+5.8

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986							1985						Percent change		
														July 1986 from--		7 mos. 1986 from 7 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July^p	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1985	June 1986	
California, total	13,260	12,539	14,131	14,082	15,118	14,828	15,022	14,132	14,784	13,980	14,015	14,445	17,359	+6.3	+1.3	+4.7
Durable goods, total	5,288	5,042	5,708	5,823	6,193	6,199	6,345	5,641	5,860	5,707	5,412	5,345	6,350	+12.5	+2.4	+6.8
Nondurable goods, total	7,972	7,497	8,423	8,259	8,925	8,629	8,677	8,491	8,924	8,273	8,603	9,100	11,009	+2.2	+.6	+3.3
Department stores	1,070	1,092	1,316	1,288	1,438	1,365	1,304	1,276	1,435	1,314	1,392	1,742	2,626	+2.2	-4.5	+2.2
GAF, total[1]	2,973	2,917	3,422	3,369	3,741	3,631	3,592	3,342	3,699	3,426	3,576	4,239	6,244	+7.5	-1.1	+5.0
Florida, total	6,118	5,886	6,518	6,317	6,647	6,273	6,321	5,677	5,913	5,635	5,907	6,148	7,359	+11.3	+.8	+9.4
Durable goods, total	2,825	2,696	2,810	2,848	3,053	2,920	2,934	2,502	2,569	2,607	2,643	2,652	3,036	+17.3	+.5	+13.7
Nondurable goods, total	3,293	3,190	3,708	3,469	3,594	3,353	3,387	3,175	3,344	3,028	3,264	3,496	4,323	+6.7	+1.0	+6.0
Department stores	449	474	606	563	601	553	537	493	576	487	551	665	1,068	+8.9	-2.9	+5.6
GAF, total[1]	1,441	1,413	1,730	1,584	1,620	1,559	1,540	1,348	1,482	1,324	1,492	1,751	2,705	+14.2	-1.2	+11.4
Illinois, total	4,561	4,355	5,132	5,288	5,720	5,524	5,566	5,332	5,490	5,191	5,333	5,425	6,315	+4.4	+.8	+2.9
Nondurable goods, total	2,965	2,776	3,289	3,238	3,508	3,291	3,390	3,272	3,472	3,269	3,558	3,720	4,363	+3.6	+3.0	+1.7
Department stores	387	376	521	527	580	546	515	476	563	498	561	687	1,027	+8.2	-5.7	+4.4
GAF, total[1]	1,038	985	1,299	1,291	1,445	1,329	1,297	1,174	1,361	1,231	1,341	1,600	2,334	+10.5	-2.4	+6.8
Indiana, total	2,256	2,239	2,447	2,515	2,734	2,652	2,601	2,540	2,745	2,535	2,509	2,567	2,884	+2.4	-1.9	+.2
Nondurable goods, total	1,538	1,441	1,661	1,624	1,779	1,670	1,673	1,657	1,791	1,610	1,700	1,777	2,066	+1.0	+.2	+.1
Department stores	174	171	247	243	269	249	242	218	261	220	255	328	489	+11.0	-2.8	+7.0
GAF, total[1]	419	386	540	521	555	534	532	467	560	496	562	670	997	+13.9	-.4	+7.9
Louisiana, total	1,616	1,527	1,700	1,674	1,851	1,738	1,726	1,771	1,837	1,708	1,667	1,860	2,134	-2.5	-.7	-1.9
Nondurable goods, total	1,116	1,045	1,181	1,098	1,225	1,141	1,147	1,177	1,249	1,134	1,164	1,291	1,522	-2.5	+.5	+.2
Department stores	133	136	189	166	195	183	175	170	188	157	175	219	328	+2.9	-4.4	+3.2
GAF, total[1]	354	344	464	429	476	428	414	415	466	412	436	549	806	-.2	-3.3	+1.6
Maryland, total	2,077	1,979	2,414	2,419	2,671	2,505	2,578	2,299	2,427	2,292	2,317	2,367	2,812	+12.1	+2.9	+8.5
Nondurable goods, total	1,228	1,142	1,373	1,340	1,469	1,343	1,358	1,326	1,440	1,334	1,376	1,468	1,758	+2.4	+1.1	+1.6
Department stores	149	156	211	215	252	222	205	185	218	210	229	289	440	+10.8	-7.7	+5.7
GAF, total[1]	436	442	619	593	688	624	609	483	566	520	580	682	1,065	+26.1	-2.4	+16.9
Massachusetts, total	3,336	3,105	3,594	3,666	4,013	3,894	3,812	3,516	3,642	3,594	3,728	3,702	4,249	+8.4	-2.1	+10.0
Nondurable goods, total	2,082	1,901	2,140	2,118	2,310	2,131	2,151	2,112	2,246	2,037	2,272	2,395	2,734	+1.8	+.9	+5.8
Department stores	193	198	264	268	317	281	261	236	290	261	296	368	552	+10.6	-7.1	+6.4
GAF, total[1]	590	598	773	759	870	797	733	632	805	728	822	988	1,450	+16.0	-8.0	+11.2
Michigan, total	3,912	3,788	4,384	4,514	5,039	4,802	4,707	4,404	4,597	4,337	4,417	4,556	5,317	+6.9	-2.0	+8.6
Durable goods, total	1,346	1,399	1,632	1,818	2,099	1,950	1,815	1,773	1,787	1,737	1,654	1,603	1,822	+2.4	-6.9	+9.2
Nondurable goods, total	2,566	2,389	2,752	2,696	2,940	2,852	2,892	2,631	2,810	2,600	2,763	2,953	3,495	+9.9	+1.4	+8.2
Department stores	403	381	504	513	571	539	515	466	527	485	538	652	889	+10.5	-4.5	+7.6
GAF, total[1]	971	898	1,163	1,164	1,312	1,223	1,200	1,133	1,269	1,109	1,246	1,477	2,045	+5.9	-1.9	+10.4
Minnesota, total	2,002	1,905	2,110	2,248	2,405	2,324	2,276	2,219	2,348	2,289	2,370	2,328	2,518	+2.6	-2.1	+.2
Nondurable goods, total	1,177	1,122	1,239	1,256	1,408	1,334	1,334	1,266	1,336	1,253	1,370	1,421	1,626	+5.4	.0	+1.7
Department stores	161	157	211	210	234	220	209	190	235	208	237	266	391	+10.0	-5.0	+5.0
GAF, total[1]	385	354	451	460	490	469	464	399	484	439	484	556	795	+16.3	-1.1	+12.1
Missouri, total	2,287	2,204	2,590	2,578	2,784	2,561	2,543	2,545	2,738	2,584	2,594	2,649	2,933	-.1	-.7	+2.1
Nondurable goods, total	1,488	1,360	1,575	1,534	1,640	1,518	1,524	1,504	1,603	1,513	1,650	1,728	2,020	+1.3	+.4	+3.0
Department stores	203	199	268	274	305	279	265	248	293	252	273	348	512	+6.9	-5.0	+7.2
GAF, total[1]	454	431	569	551	605	560	536	507	592	530	563	687	1,021	+5.7	-4.3	+4.4
New Jersey, total	3,868	3,499	4,052	4,202	4,672	4,438	4,385	4,044	4,146	4,019	4,104	4,238	5,128	+8.4	-1.2	+9.4
Nondurable goods, total	2,393	2,118	2,486	2,411	2,662	2,552	2,572	2,530	2,613	2,450	2,586	2,729	3,347	+1.7	+.8	+.8
Department stores	227	258	334	340	415	363	319	281	359	334	373	476	737	+13.5	-12.1	+8.9
GAF, total[1]	900	884	1,083	1,064	1,236	1,114	1,043	950	1,099	1,022	1,143	1,387	2,034	+9.8	-6.4	+8.5
New York, total	7,611	7,066	8,008	8,138	8,885	8,515	8,380	7,758	8,190	7,860	8,183	8,425	9,931	+8.0	-1.6	+7.3
Durable goods, total	2,629	2,491	2,854	3,148	3,337	3,284	3,137	2,849	2,909	2,903	2,842	2,861	3,165	+10.1	-4.5	+12.8
Nondurable goods, total	4,982	4,575	5,154	4,990	5,548	5,231	5,243	4,909	5,281	4,957	5,341	5,564	6,766	+6.8	+.2	+4.3
Department stores	482	503	658	659	807	714	626	578	709	664	763	926	1,374	+8.3	-12.3	+4.6
GAF, total[1]	1,805	1,735	2,102	2,110	2,496	2,278	2,094	1,827	2,173	2,068	2,298	2,676	3,951	+14.6	-8.1	+11.5
North Carolina, total	2,635	2,409	2,724	2,858	3,209	3,087	3,096	3,001	3,140	2,830	2,843	2,895	3,483	+3.2	+.4	+4.3
Nondurable goods, total	1,544	1,456	1,669	1,611	1,846	1,706	1,712	1,586	1,730	1,566	1,696	1,830	2,262	+7.9	+.4	+8.2
Department stores	134	131	190	195	214	198	189	171	202	178	188	239	385	+10.5	-4.5	+6.8
GAF, total[1]	497	477	627	623	712	652	636	590	675	591	629	777	1,211	+7.8	-2.5	+4.3
Ohio, total	4,506	4,284	5,029	5,243	5,484	5,367	5,206	5,239	5,367	5,160	5,128	5,164	5,879	-.6	-3.0	+3.3
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,917	3,078	2,910	2,909	3,076	3,221	2,966	3,136	3,283	3,843	-5.4	.0	-2.5
Department stores	366	367	530	541	575	528	514	477	573	504	566	713	1,063	+7.8	-2.7	+4.4
GAF, total[1]	861	820	1,105	1,105	1;173	1,121	1,107	1,026	1,186	1,061	1,171	1,422	2,144	+7.9	-1.2	+5.2
Pennsylvania, total	4,822	4,674	5,444	5,410	5,991	5,773	5,618	5,351	5,588	5,295	5,380	5,729	6,619	+5.0	-2.7	+6.9
Durable goods, total	1,602	1,641	1,950	2,081	2,304	2,324	2,166	2,020	2,008	1,978	1,853	1,888	2,004	+7.2	-6.8	+10.5
Nondurable goods, total	3,220	3,033	3,494	3,329	3,687	3,449	3,452	3,331	3,580	3,317	3,527	3,841	4,615	+3.6	+.1	+4.9
Department stores	371	380	537	537	614	543	509	469	573	521	596	785	1,105	+8.5	-6.3	+4.2
GAF, total[1]	976	991	1,273	1,234	1,397	1,289	1,242	1,122	1,331	1,209	1,360	1,681	2,388	+10.7	-3.6	+4.9
Tennessee, total	2 030	1,894	2,330	2,388	2,553	2,417	2,539	2,274	2,362	2,253	2,317	2,297	2,800	+11.7	+6.0	+11.0
Nondurable goods, total	1,273	1,159	1,402	1,406	1,465	1,405	1,474	1,400	1,469	1,358	1,447	1,524	1,861	+5.3	+4.9	+4.2
Department stores	153	153	222	217	237	217	214	195	225	195	217	284	420	+9.7	-1.4	+8.4
GAF, total[1]	430	411	573	554	600	533	537	491	580	513	575	709	1,075	+9.4	+.8	+12.2
Texas, total	7,400	7,038	8,135	8,109	8,619	8,195	8,325	8,351	8,777	8,097	7,919	8,081	9,882	-.3	+1.6	-1.4
Durable goods, total	2,644	2,468	2,836	2,973	3,144	3,034	3,069	3,191	3,337	3,145	2,877	2,698	3,236	-3.8	+1.2	-7.7
Nondurable goods, total	4,756	4,570	5,299	5,136	5,475	5,161	5,256	5,160	5,440	4,952	5,042	5,383	6,646	+1.9	+1.8	+2.5
Department stores	611	629	825	775	879	791	778	755	862	744	806	950	1,498	+3.0	-1.6	+3.8
GAF, total[1]	1,768	1,712	2,099	1,980	2,200	2,032	2,042	1,948	2,234	2,033	2,053	2,356	3,723	+4.8	+.5	-.1
Virginia, total																
Nondurable goods, total	2,550	2,354	2,882	2,927	3,082	2,911	2,906	2,826	2,968	2,756	2,804	2,810	3,310	+2.8	-.2	+3.4
Department stores	1,625	1,545	1,867	1,813	1,955	1,841	1,876	1,771	1,851	1,645	1,769	1,839	2,280	+5.9	+1.9	+2.6
GAF, total[1]	157	161	227	224	255	230	220	197	235	214	233	304	460	+11.7	-4.3	+8.1
	478	464	615	618	679	612	605	547	629	580	636	788	1,119	+10.6	-1.1	+8.0
Wisconsin, total																
Durable goods, total	1,734	1,634	1,931	2,012	2,203	2,203	2,131	2,096	2,201	2,147	2,158	2,219	2,493	+1.7	-3.3	+1.3
Nondurable goods, total	570	497	655	742	794	837	745	765	744	790	707	653	813	-2.6	-11.0	-2.8
Department stores	1,164	1,137	1,276	1,270	1,409	1,366	1,386	1,331	1,457	1,357	1,451	1,566	1,680	+4.1	+1.5	+3.7
GAF, total[1]	150	148	206	209	225	206	207	179	221	193	226	292	410	+15.6	+.5	+6.0
	380	348	450	464	496	475	476	441	524	462	514	620	885	+7.9	+.2	+2.8

^{p}Prelilminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986							1985						Percent change		
														July 1986 from--		7 mos. 1986 from 7 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July^p	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1985	June 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	3,392	3,296	3,777	3,853	4,115	3,940	4,029	3,832	4,006	3,788	3,932	4,003	4,608	+5.1	+2.3	+6.0
Nondurable goods, total	2,176	2,073	2,395	2,331	2,486	2,322	2,383	2,315	2,502	2,345	2,586	2,718	3,177	+2.9	+2.6	+4.4
Department stores	267	262	382	361	400	377	356	333	399	357	404	479	732	+6.9	-5.6	+1.8
GAF, total[2]	756	721	944	925	1,027	962	922	840	996	925	1,003	1,183	1,730	+9.8	-4.2	+7.7
New York, N.Y.-Northeastern N.J.-Southwestern Ct., total	7,755	7,272	8,286	8,296	9,143	8,729	8,514	7,723	7,975	7,866	8,196	8,517	10,244	+10.2	-2.5	+8.7
Nondurable goods, total	5,107	4,697	5,321	5,086	5,585	5,339	5,245	4,867	5,136	4,932	5,325	5,617	6,908	+7.8	-1.8	+4.6
Department stores	472	524	661	656	816	713	595	547	688	660	759	918	1,409	+8.8	-16.5	+5.7
GAF, total[2]	1,919	1,910	2,297	2,311	2,671	2,456	2,252	2,001	2,268	2,195	2,445	2,859	4,177	+12.5	-8.3	+8.8
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., total	1,352	1,325	1,461	1,435	1,594	1,537	1,561	1,508	1,560	1,459	1,413	1,507	1,816	+3.5	+1.6	+2.8
Nondurable goods, total	771	742	831	815	890	857	856	833	871	804	846	911	1,119	+2.8	-.1	+4.6
Department stores	108	111	129	130	143	138	129	129	137	132	140	179	276	.0	-6.5	+.3
GAF, Total[2]	319	318	370	357	393	394	384	377	407	382	376	462	692	+1.9	-2.5	+1.2
Atlanta, Ga., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	111	120	167	163	179	166	153	140	175	154	165	207	319	+9.3	-7.8	+7.1
GAF, total[2]	247	266	354	341	393	363	335	300	360	331	354	438	650	+11.7	-7.7	+7.3
Baltimore, Md., total	958	913	1,081	1,099	1,239	1,133	1,147	1,090	1,150	1,043	1,094	1,156	1,315	+5.2	+1.2	+5.3
Nondurable goods, total	652	609	686	687	754	689	684	679	744	679	739	791	913	+.7	-.7	+1.9
Department stores	67	70	97	97	115	104	90	82	98	95	105	136	207	+9.8	-13.5	+5.4
GAF, total[2]	200	197	258	257	286	265	253	223	264	244	269	323	502	+13.5	-4.5	+6.7
Boston, Mass[3]., total	2,188	2,004	2,282	2,392	2,563	2,451	2,373	2,302	2,356	2,291	2,435	2,416	2,767	+3.1	-3.2	+6.6
Nondurable goods, total	1,351	1,217	1,351	1,370	1,468	1,335	1,319	1,330	1,415	1,292	1,479	1,536	1,748	-.8	-1.2	+3.9
Department stores	121	127	166	167	199	174	158	143	178	165	187	229	349	+10.5	-9.2	+6.3
GAF, total[2]	399	386	502	510	573	530	489	429	556	511	571	674	980	+14.0	-7.7	+6.6
Chicago, Ill., total	3,123	3,052	3,500	3,557	3,830	3,669	3,757	3,525	3,696	3,504	3,629	3,715	4,296	+6.6	+2.4	+7.0
Nondurable goods, total	1,968	1,884	2,188	2,120	2,268	2,119	2,182	2,100	2,271	2,140	2,364	2,491	2,926	+3.9	+3.0	+4.7
Department stores	249	244	336	333	370	349	329	309	369	333	376	443	678	+6.5	-5.7	+1.5
GAF, total[2]	719	690	898	879	982	917	879	795	939	877	947	1,121	1,636	+10.6	-4.1	+8.3
Cleveland, Ohio, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	495	453	521	534	564	514	519	541	561	527	560	581	710	-4.1	+1.0	-.7
Department stores	68	68	95	104	108	99	96	90	104	99	108	131	200	+6.7	-3.0	+.8
GAF, total[2]	171	164	215	225	239	221	214	206	241	221	239	290	438	+3.9	-3.2	+3.9
Dallas-Fort Worth, Tex., total	1,824	1,756	2,042	2,081	2,262	2,177	2,183	2,202	2,331	2,115	2,138	2,187	2,506	-.9	+.3	-2.7
Nondurable goods, total	1,148	1,087	1,281	1,279	1,378	1,318	1,293	1,295	1,433	1,316	1,316	1,443	1,649	-.2	-1.9	-.1
Department stores	168	169	224	212	242	216	207	201	226	210	228	275	430	+3.0	-4.2	+4.7
GAF, total[2]	450	453	578	553	629	575	556	513	614	618	592	665	988	+8.4	-3.3	+3.5
Detroit, Mich., total	1,943	1,932	2,202	2,256	2,506	2,392	2,313	2,138	2,160	2,048	2,118	2,224	2,682	+8.2	-3.3	+9.3
Nondurable goods, total	1,248	1,248	1,430	1,358	1,475	1,422	1,425	1,258	1,352	1,257	1,328	1,438	1,736	+13.3	+.2	+10.2
Department stores	178	173	232	237	262	248	232	207	239	219	249	306	432	+12.1	-6.5	+9.2
GAF, total[2]	495	462	601	594	673	638	618	552	625	552	623	761	1,084	+12.0	-3.1	+11.9
Houston, Tex., total	1,495	1,416	1,607	1,539	1,665	1,598	1,627	1,629	1,725	1,601	1,562	1,651	2,051	-.1	+1.8	-1.0
Nondurable goods, total	958	919	1,052	997	1,100	1,001	1,016	1,002	1,074	959	1,004	1,076	1,374	+1.4	+1.5	+2.8
Department stores	134	142	180	168	191	171	171	170	195	163	177	206	344	+.6	.0	-1.3
GAF, total[2]	368	369	451	420	474	429	433	426	488	425	447	526	835	+1.6	+.9	-1.3
Kansas City, Mo.-Kans., total	630	604	711	711	794	710	716	727	825	773	718	757	857	-1.5	+.8	-5.7
Nondurable goods, total	340	321	372	348	391	350	350	363	412	387	385	429	528	-3.6	.0	-9.4
Department stores	65	63	83	87	100	89	85	82	97	82	86	112	169	+3.7	-4.5	+4.0
GAF, total[2]	166	156	199	195	224	204	199	190	225	195	217	255	395	+4.7	-2.5	+5.5
Los Angeles-Long Beach, Calif., total	3,810	3,634	4,045	4,120	4,346	4,326	4,374	4,094	4,196	4,020	4,018	4,201	5,066	+6.8	+1.1	+4.5
Nondurable goods, total	2,444	2,293	2,580	2,525	2,701	2,671	2,682	2,632	2,674	2,534	2,621	2,764	3,340	+1.9	+.4	+2.8
Department stores	337	340	384	389	428	413	386	401	434	410	428	540	809	-3.7	-6.5	-2.8
GAF, total[2]	985	972	1,120	1,117	1,231	1,217	1,194	1,119	1,197	1,137	1,178	1,402	2,023	+6.7	-1.9	+3.5
Miami, Fla., total	1,113	1,047	1,123	1,091	1,213	1,175	1,173	972	1,109	1,050	1,146	1,177	1,374	+20.7	-.2	+13.9
Nondurable goods, total	550	537	610	570	615	584	593	540	593	574	612	609	730	+9.8	+1.5	+9.7
Department stores	72	77	95	89	102	95	89	87	109	87	97	107	173	+2.3	-6.3	-1.0
GAF, total[2]	270	267	317	307	333	319	317	284	336	282	315	347	516	+11.6	-.6	+9.8
Milwaukee, Wis., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	56	56	79	79	83	76	80	67	82	71	88	112	154	+19.4	+5.3	+4.9
GAF, total[2]	144	132	180	179	187	179	181	155	178	163	191	230	322	+16.8	+1.1	+7.3
Minneapolis-St. Paul, Minn.-Wis., total	1,294	1,225	1,346	1,501	1,547	1,473	1,437	1,370	1,504	1,456	1,487	1,502	1,618	+4.9	-2.4	+1.1
Nondurable goods,total	745	721	817	812	896	839	833	805	867	832	900	940	1,068	+3.5	-.7	-1.7
Department stores	124	122	162	161	178	167	157	145	180	160	185	203	290	+8.3	-6.0	+3.4
GAF, total[2]	259	247	314	313	338	321	317	280	338	305	336	378	542	+13.2	-1.2	+8.5
Nassau-Suffolk, N.Y., total	1,684	1,535	1,628	1,625	1,819	1,745	1,698	1,589	1,627	1,508	1,621	1,774	2,148	+6.9	-2.7	+6.4
Nondurable goods, total	1,029	916	964	903	1,026	975	970	858	945	843	936	1,043	1,328	+13.1	-.5	+5.7
Department stores	94	105	132	131	167	150	124	117	143	130	152	191	294	+6.0	-17.3	+5.4
GAF, total[2]	362	357	413	417	497	471	432	372	418	380	427	532	852	+16.1	-8.3	+8.7
New York, N.Y.,-N.J., total	3,673	3,467	4,105	4,028	4,331	4,129	4,008	3,632	3,797	3,792	3,971	3,993	4,672	+10.3	-3.0	+6.9
Nondurable goods, total	2,548	2,386	2,747	2,634	2,640	2,699	2,618	2,470	2,596	2,559	2,754	2,827	3,448	+6.0	-3.0	+4.4
Department stores	239	257	320	310	387	334	270	255	322	321	375	429	653	+5.9	-19.2	+4.2
GAF, total[2]	1,005	994	1,206	1,207	1,368	1,262	1,136	1,019	1,170	1,176	1,310	1,443	2,068	+11.5	-10.0	+7.4

See footnotes at end of table.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986							1985						Percent change		
														July 1986 from--		7 mos. 1986 from 7 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July[p]	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1985	June 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	860	789	918	996	1,101	1,046	1,045	886	901	896	920	949	1,156	+17.9	-.1	+13.4
Nondurable goods, total	617	562	668	625	697	685	695	608	625	615	653	675	839	+14.3	+1.5	+6.5
Department stores	46	53	68	70	84	73	63	55	72	67	75	94	148	+14.5	-13.7	+8.0
GAF, total[2]	199	201	245	239	281	249	239	213	236	230	260	296	416	+12.2	-4.0	+7.2
Philadelphia, Pa.-N.J., total	2,232	2,101	2,372	2,342	2,651	2,531	2,401	2,209	2,345	2,273	2,366	2,559	3,183	+8.7	-5.1	+14.8
Nondurable goods, total	1,388	1,295	1,506	1,405	1,568	1,455	1,423	1,365	1,467	1,405	1,499	1,656	2,046	+4.2	-2.2	+6.8
Department stores	153	162	220	220	263	229	200	185	225	219	248	311	485	+8.1	-12.7	+5.6
GAF, total[2]	505	509	636	610	696	645	603	522	615	586	657	790	1,253	+15.5	-6.5	+9.5
Pittsburgh, Pa., total	848	834	946	969	1,064	1,061	1,043	983	1,016	938	938	999	1,186	+6.1	-1.7	+1.9
Nondurable goods, total	562	545	612	610	687	619	625	612	660	581	622	691	834	+2.1	+1.0	+3.9
Department stores	85	86	124	124	137	117	112	111	136	121	137	188	256	+.9	-4.3	+.1
GAF, total[2]	200	208	265	260	281	254	250	234	286	250	277	363	504	+6.8	-1.6	+3.3
St. Louis, Mo.-Ill., total	1,119	1,083	1,324	1,293	1,372	1,299	1,280	1,174	1,285	1,237	1,282	1,310	1,509	+9.0	-1.5	+5.6
Nondurable goods, total	769	713	857	823	881	824	829	759	804	778	876	922	1,104	+9.2	+.6	+9.9
Department stores	113	114	151	153	167	155	143	138	164	144	154	200	299	+3.6	-7.7	+4.0
GAF, total[2]	241	235	319	307	331	304	288	281	317	291	307	376	562	+2.5	-5.3	-1.6
San Diego, Calif., total	1,014	988	1,016	1,051	1,143	1,091	1,144	1,040	1,126	1,081	1,057	1,113	1,364	+10.0	+4.9	+7.7
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	98	101	118	115	126	120	116	115	125	116	119	148	225	+.9	-3.3	+4.5
GAF, total[2]	264	259	298	292	320	303	311	290	318	292	308	356	530	+7.2	+2.6	+6.6
San Francisco-Oakland, Calif., total	2,001	1,863	2,057	2,077	2,247	2,154	2,206	2,218	2,355	2,194	2,244	2,345	2,754	-.5	+2.4	+.5
Nondurable goods, total	1,311	1,234	1,328	1,324	1,460	1,364	1,356	1,394	1,510	1,365	1,449	1,554	1,841	-2.7	-.6	+.7
Department stores	155	158	185	188	212	197	194	185	213	190	209	251	380	+4.9	-1.5	+3.8
GAF, total[2]	450	442	523	513	570	543	549	505	577	524	562	667	984	+8.7	+1.1	+4.7
Washington, D.C.-Md.-Va., total	1,901	1,804	2,171	2,213	2,408	2,255	2,256	2,065	2,194	2,056	2,049	2,009	2,437	+9.2	.0	+6.9
Nondurable goods, total	990	947	1,169	1,156	1,253	1,134	1,131	1,096	1,142	1,010	1,087	1,128	1,411	+3.2	-.3	+2.6
Department stores	130	136	178	182	211	182	171	155	181	176	188	232	360	+10.3	-6.0	+6.4
GAF, total[2]	401	404	571	562	645	574	556	434	501	479	529	597	920	+28.1	-3.1	+20.2
CITIES																
Chicago, Ill., total	919	906	1,030	1,043	1,118	1,038	1,093	1,100	1,134	1,052	1,116	1,106	1,213	-.6	+5.3	+4.6
Nondurable goods, total	687	673	778	770	795	740	769	780	841	806	885	915	995	-1.4	+3.9	+.6
Department stores	68	67	93	91	99	92	88	83	101	92	105	124	179	+6.0	-4.3	.0
GAF, total[2]	201	198	256	242	271	253	242	221	264	242	256	303	418	+9.5	-4.3	+7.6
Los Angeles, Calif., total	1,210	1,149	1,288	1,326	1,391	1,366	1,390	1,362	1,420	1,345	1,377	1,417	1,646	+2.1	+1.8	+2.7
Nondurable goods, total	771	749	849	831	893	890	900	897	923	864	908	966	1,121	+.3	+1.1	+.9
Department stores	107	107	125	124	133	129	118	125	136	131	137	169	243	-5.6	-8.5	-4.7
GAF, total[2]	347	331	382	383	412	419	393	398	432	412	427	498	673	-1.3	-6.2	-1.9
New York, N.Y., total	2,578	2,442	2,856	2,800	2,962	2,815	2,730	2,338	2,464	2,490	2,703	2,719	3,364	+16.8	-3.0	+14.0
Nondurable goods, total	1,886	1,776	2,036	1,957	2,083	1,995	1,946	1,718	1,829	1,831	1,987	2,029	2,459	+13.3	-2.5	+11.6
Department stores	154	166	205	197	245	210	168	159	198	206	244	271	405	+5.7	-20.0	+3.3
GAF, total[2]	727	717	871	878	991	926	822	712	810	837	928	1,006	1,422	+15.4	-11.2	+11.3
Philadelphia, Pa., total	547	519	609	594	633	615	606	520	524	509	580	616	743	+16.5	-1.5	+18.5
Nondurable goods, total	477	438	512	489	520	492	487	428	437	428	486	511	601	+13.8	-1.0	+18.7
Department stores	31	29	41	39	46	39	36	36	39	40	47	56	84	.0	-7.7	+.8
GAF, total[2]	122	120	154	143	163	147	135	141	146	146	164	179	270	-4.3	-8.2	-5.2

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.
[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. **Department Stores Sales in Selected Areas**

NOTICE:

The series of monthly department store sales in selected areas, formerly shown in this space, has been discontinued due to lack of funds. The National Retail Merchants Association is attempting to reorganize a consortium interested in providing funds to restore the series. Interested parties should contact the National Retail Merchants Association in Washington, DC on (202) 223-8250.

Figure 5. **Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – July 1986**

(Seasonally Adjusted)

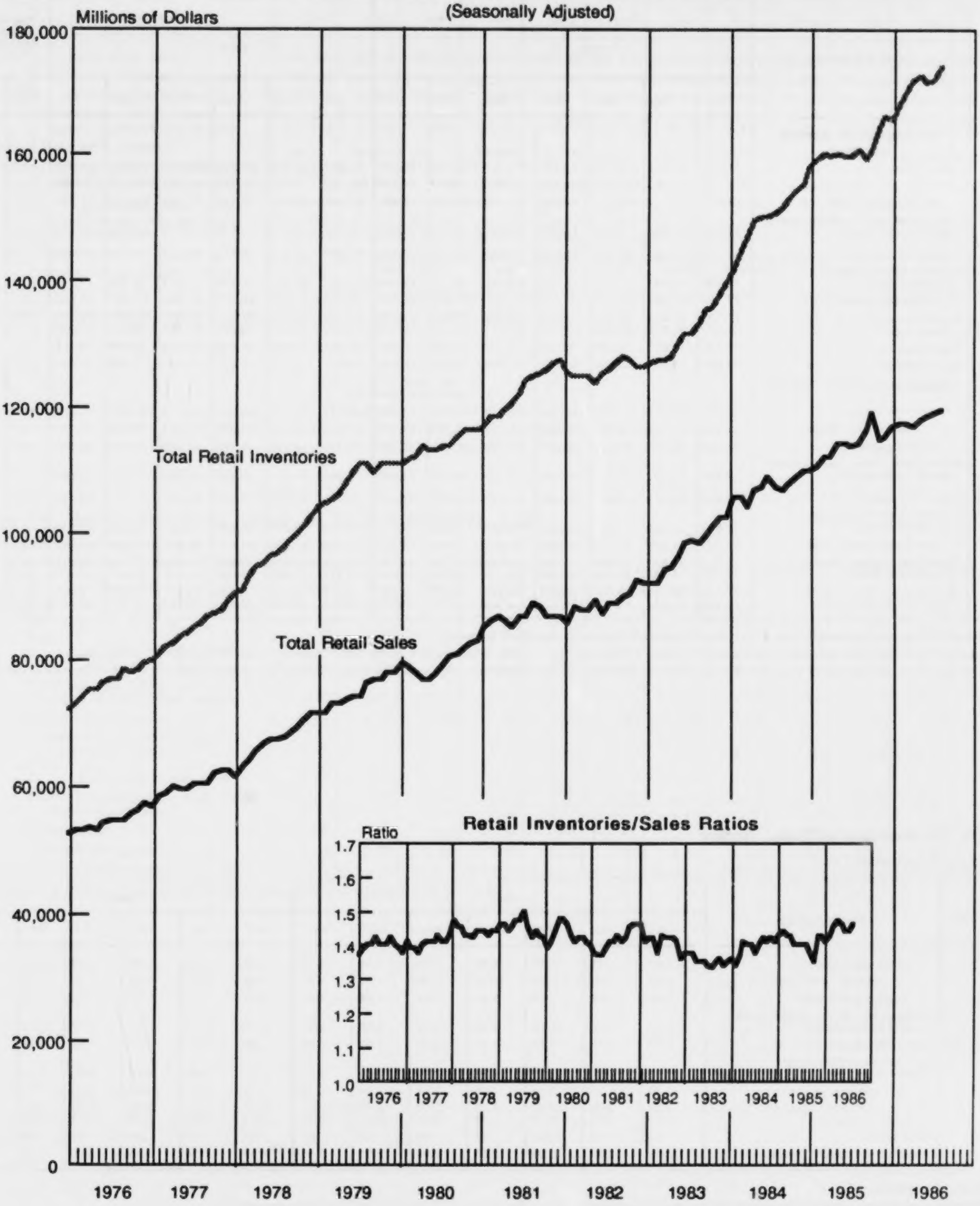

Table 11. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986							1985						Percent change July 1986 from--	
		Jan.	Feb.	Mar.	Apr.	May	June	July[p]	July	Aug.	Sept.	Oct.	Nov.	Dec.	July 1985	June 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,427	171,387	170,105	170,284	157,952	156,747	161,329	171,829	175,337	160,372	+7.8	+.1
	Total (ex. auto. group)	117,752	120,857	124,209	126,328	124,991	123,632	124,373	120,296	122,529	126,785	133,503	134,044	117,968	+3.4	+.6
	Durable goods, total	84,120	87,254	90,722	91,285	89,148	89,019	88,402	77,999	75,224	76,126	81,529	84,310	81,979	+13.3	-.7
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	14,897	14,624	14,377	14,315	13,371	13,517	13,559	13,749	13,564	13,176	+7.1	-.4
55 ex. 554	Automotive dealers	44,113	46,462	48,581	48,099	46,396	46,473	45,911	37,656	34,218	34,544	38,326	41,293	42,404	+21.9	-1.2
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,192	13,072	13,419	13,108	12,342	12,502	12,734	13,423	13,704	12,749	+6.2	-2.3
	Nondurable goods, total	77,745	80,065	82,068	83,142	82,241	81,086	81,882	79,953	81,523	85,203	90,300	91,027	78,393	+2.4	+1.0
53	General merchandise group strs	27,739	29,244	30,616	31,608	31,115	30,052	30,565	29,922	30,916	32,942	35,581	36,035	28,002	+2.1	+1.7
531	Department stores	21,730	22,954	24,268	25,225	24,913	23,978	24,223	23,226	23,981	25,676	27,795	28,477	22,086	+4.3	+1.0
54	Food stores	16,190	16,201	16,290	16,135	16,299	16,408	16,083	15,403	15,346	15,662	16,385	16,696	16,278	+4.4	-2.0
56	Apparel and accessory stores	14,063	14,964	15,455	15,701	15,346	15,087	15,496	14,678	15,297	15,937	16,966	17,259	14,418	+5.6	+2.7
	Adjusted for seasonal variations						See	note 1								
	Retail trade, total	167,987	169,379	171,551	172,153	170,869	171,705	173,556	160,574	159,078	160,302	164,262	165,557	165,324	+8.1	+1.1
	Total (ex. auto. group)	124,569	125,129	125,590	126,696	126,172	126,099	126,078	121,833	122,046	123,078	124,463	124,098	123,131	+3.5	.0
	Durable goods, total	84,755	85,863	88,132	88,263	87,198	88,281	90,297	79,370	78,042	78,425	81,668	83,056	82,875	+13.8	+2.3
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,324	14,129	14,192	14,301	13,344	13,531	13,710	13,930	13,912	13,696	+7.2	+.8
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,462	44,697	45,606	47,478	38,741	37,032	37,224	39,799	41,459	42,193	+22.6	+4.1
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,258	13,151	13,339	13,267	12,492	12,477	12,633	12,957	13,076	12,943	+6.2	-.5
	Nondurable goods, total	83,232	83,516	83,419	83,895	83,671	83,424	83,259	81,204	81,036	81,877	82,594	82,501	82,449	+2.5	-.2
53	General merchandise group strs	31,568	31,603	31,498	31,767	31,534	31,206	31,199	30,465	30,340	30,752	31,066	31,079	31,059	+2.4	.0
531	Department stores	24,778	24,788	24,865	25,200	25,114	24,899	24,895	23,822	23,697	24,086	24,360	24,402	24,404	+4.5	.0
54	Food stores	16,288	16,365	16,323	16,216	16,414	16,441	16,394	15,685	15,723	15,836	15,970	15,947	16,069	+4.5	-.3
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	15,804	15,798	15,668	14,841	14,909	14,992	15,285	15,647	15,387	+5.6	-.8

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 12. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986							1985					
		Jan.	Feb.	Mar.	Apr.	May.	June[1]	July[1,p]	July[1]	Aug.[1]	Sept.	Oct.	Nov.	Dec.
	Retail trade, total	1.43	1.45	1.47	1.46	1.44	1.44	1.46	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.38	1.37	1.37	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.95	2.04	1.97	1.91	1.94	1.97	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	1.94	2.03	2.03	2.01	2.17	2.18	2.20	2.17	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.72	1.65	1.68	1.76	1.48	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.17	2.10	2.09	2.04	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.14	1.14	1.14	1.15	1.14	1.14	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.29	2.30	2.27	2.27	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.12	2.14	2.14	2.11	2.10	2.14	2.09	2.14	2.16	2.13	2.14
54	Food stores	.67	.67	.67	.67	.68	.67	.67	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.60	2.61	2.52	2.55	2.54	2.51	2.51	2.57	2.54	2.55	2.59	2.62	2.58

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months' report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug	Sept.	Oct.	Nov.	Dec
	Retail trade, total	158,953	159,478	159,064	159,500	159,428	159,733	160,574	159,078	160,302	164,262	165,557	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,109	120,810	121,833	122,046	123,078	124,463	124,098	123,131
	Durable goods, total	78,149	78,275	78,455	78,699	78,677	79,185	79,370	78,042	78,425	81,668	83,056	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,057	13,037	13,344	13,531	13,710	13,930	13,912	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,741	37,032	37,224	39,799	41,459	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,515	12,447	12,492	12,477	12,633	12,957	13,076	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,751	80,548	81,204	81,036	81,877	82,594	82,501	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,491	30,386	30,465	30,340	30,752	31,066	31,079	31,059
531	Department stores	24,583	24,628	24,291	24,182	23,993	23,820	23,822	23,697	24,086	24,360	24,402	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,487	15,460	15,685	15,723	15,836	15,970	15,947	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,641	14,612	14,841	14,909	14,992	15,285	15,647	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. Inventories/Sales Ratios, by Kind of Business: 1985

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.	Oct.	Nov.	Dec
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.41	1.40	1.37	1.35	1.43	1.43	1.41
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.87	1.85	1.77	1.68	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.16	2.19	2.17	2.18	2.20	2.17	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.50	1.48	1.36	1.25	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.22	2.24	2.23	2.20	2.18	2.20	2.21	2.15
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.12	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.26	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.16	2.15	2.15	2.14	2.09	2.14	2.16	2.13	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.56	2.57	2.54	2.55	2.59	2.62	2.58

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's), standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.
b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-0.9	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.7
	Total (excluding automotive group)	0.9-1.1	1.0	0.9-1.0	1.0	0.2-0.3	0.2	0.6
	Durable goods, total	1.5-2.1	1.7	1.5-2.0	1.7	0.4-1.0	0.7	1.4
52	Building materials, hardware, garden supply, and mobile home dealers	5.7-6.7	6.3	5.6-6.6	6.3	1.0-1.5	1.2	2.5
521,3,5	Building materials and hardware stores	6.7-7.6	7.3	6.7-7.5	7.2	0.8-1.4	0.9	2.4
521,3	Building materials and supply stores	7.9-8.9	8.7	8.0-9.0	8.6	0.8-1.5	1.0	2.6
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	1.5-4.9	2.6	5.7
525	Hardware stores	5.0-7.5	5.5	4.7-6.6	5.3	1.5-3.2	1.7	4.7
55 ex. 544	Automotive dealers	1.8-2.8	2.2	1.8-2.5	2.1	0.7-1.7	1.1	2.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	1.8-2.8	2.4	1.9-2.5	2.1	0.7-1.9	1.1	2.2
551,2	Motor vehicle dealers	1.5-2.4	2.1	1.5-2.3	2.0	0.7-1.9	1.1	2.2
551	Motor vehicle dealers (franchised)	1.7-2.7	2.1	1.6-2.4	2.1	0.8-1.9	1.1	2.2
553	Auto and home supply stores	4.2-5.6	4.6	4.3-6.1	4.7	1.2-1.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.2-3.2	2.5	2.1-2.8	2.5	0.5-1.0	0.9	2.0
571	Furniture, home furnishings stores	2.5-3.9	2.8	2.5-3.7	3.0	0.8-1.5	1.2	2.3
5712	Furniture stores	3.9-4.9	4.3	3.9-4.5	4.1	1.1-1.7	1.5	3.1
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	1.4-3.3	2.3	5.4
5722,32	Household appliance, radio, and television stores	4.4-6.2	5.0	4.4-6.0	5.1	1.0-2.1	1.4	3.9
5722	Household appliance stores	5.1-7.1	5.9	4.9-7.5	6.3	1.7-3.2	1.9	5.0
5732	Radio and television stores*	(S)	(S)	(S)	(S)	1.2-3.0	1.7	5.9
5733	Music stores*	(S)	(S)	(S)	(S)	1.8-4.6	2.8	6.6
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.3-3.1	2.4	4.5
5942	Book stores*	(S)	(S)	(S)	(S)	2.3-10.0	3.2	5.3
5944	Jewelery stores	3.1-4.0	3.3	2.9-5.2	3.2	1.4-4.3	1.8	4.2
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.2-4.8	3.4	6.7
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.4-3.6	1.7	6.0
	Nondurable goods, total	0.7-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2	0.7
53	General merchandise group stores	0.4-0.5	0.5	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531,9	Department stores and misc. gen. merchandise stores	0.4-0.5	0.4	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
533	Miscellaneous general merchandise stores	3.4-3.8	3.7	3.2-4.0	3.6	0.8-1.3	1.0	3.1
533	Variety stores	3.6-4.1	3.9	3.3-3.9	3.8	0.4-1.1	0.8	1.6
54	Food stores	1.5-1.7	1.6	1.5-1.7	1.6	0.2-0.7	0.3	1.1
541	Grocery stores	1.5-1.7	1.7	1.5-1.7	1.6	0.2-0.7	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.5-8.4	2.2	7.4
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	1.2-4.5	2.6	7.2
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	3.0-7.5	4.2	11.0
546	Retail bakeries	7.5-9.5	9.0	8.1-9.5	8.7	0.9-1.7	1.4	5.8
554	Gasoline service stations	1.9-2.1	2.0	1.9-2.0	2.0	0.5-0.6	0.6	1.8
56	Apparel and accessory stores	1.8-2.3	2.2	1.8-2.2	1.9	0.4-1.3	0.8	1.6
561	Men's, boys' clothing and furnishings stores	4.8-6.1	5.3	4.7-5.3	5.2	1.3-3.6	1.5	4.8
562,3,8	Women's clothing, specialty stores, furriers	2.3-2.9	2.8	2.4-3.0	2.5	0.7-1.2	0.9	2.1
562	Women's ready-to-wear stores	2.7-3.2	3.1	2.7-3.1	2.9	0.8-1.3	0.9	2.1
565	Family clothing stores	2.8-4.9	3.3	3.1-4.2	3.3	0.7-4.5	1.2	2.8
566	Shoe stores	3.1-4.8	3.9	3.1-4.5	3.5	1.0-3.1	1.2	4.2
58	Eating and drinking places	2.2-2.8	2.5	2.2-2.5	2.4	0.4-1.2	0.8	2.1
5812	Eating places	2.5-3.1	2.7	2.5-2.7	2.6	0.4-1.3	0.7	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	3.5-4.8	3.9	3.6-4.1	3.9	0.8-2.0	1.0	3.0
5812 (pt.)	Refreshment places	3.2-4.0	3.7	3.3-4.1	3.6	0.5-1.3	0.8	2.5
5813	Drinking places (alcoholic beverages)	4.3-9.0	6.0	4.4-7.9	5.5	0.5-5.9	1.7	4.0
591	Drug stores and proprietary stores	2.0-2.6	2.1	2.0-2.5	2.1	0.3-0.7	0.5	1.4
592	Liquor stores	4.1-5.2	4.5	4.0-5.0	4.4	0.7-1.2	0.8	4.1
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.7-8.4	2.8	9.9
596	Nonstore retailers[3]	6.5-9.2	8.4	7.3-8.4	8.2	1.3-4.0	1.7	3.9
5961 (pt.)	Mail-order (department store merchandise)	0.4-1.7	0.7	0.4-1.7	0.8	0.0-0.2	0.1	0.7
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.6-2.5	2.0	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	1.9-3.9	2.8	6.1
53,56,57,594	GAF,total[4]	0.8-1.0	0.8	0.8-1.0	0.8	0.2-0.4	0.3	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminay estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months January 1986 through July 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	2.1	1.7	2.0	2.2	0.6	0.6	0.5	0.5	1.4	1.5	1.1	1.5
	Durable goods, total	3.5	3.6	3.8	3.9	1.4	1.3	1.0	1.4	2.9	2.6	1.9	3.3
52	Building materials, hardware, garden supply, and mobile home dealers	9.3	5.1	13.4	12.3	2.6	2.2	2.1	2.5	6.7	4.2	4.7	6.2
55 ex.554	Automotive dealers	5.3	5.2	3.8	6.5	1.8	2.0	1.6	2.3	3.9	3.6	2.7	4.9
57	Furniture, home furnishings, and equipment stores	5.8	5.8	4.6	5.1	1.6	1.5	1.5	2.2	4.2	4.3	3.6	4.6
	Nondurable goods, total	2.4	1.6	1.8	2.2	0.5	0.5	0.5	0.4	1.5	1.4	1.3	1.3
53	General merchandise group stores	1.6	1.2	1.9	1.6	0.3	0.3	0.3	0.3	1.1	0.9	1.1	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	3.7	3.9	4.1	0.6	0.6	0.6	0.5	2.8	2.1	2.5	2.3
541	Grocery stores	5.3	3.9	3.9	4.3	0.6	0.6	0.6	0.5	3.0	2.2	2.6	2.5
554	Gasoline service stations	5.6	4.3	3.7	4.3	1.1	1.0	1.1	1.2	4.8	3.7	3.4	3.5
56	Apparel and accessory stores	4.4	4.2	4.4	4.5	1.7	1.5	1.4	1.5	3.8	3.3	3.0	3.4
58	Eating and drinking places	5.1	5.1	5.7	5.9	1.2	1.3	1.4	0.9	3.7	4.7	3.9	3.3
591	Drug stores and proprietary stores	10.9	8.0	7.3	5.9	1.4	0.9	0.8	0.7	5.2	4.3	3.8	5.3
53,56, 57,594	GAF[3]	2.3	1.7	2.0	2.1	0.8	0.6	0.6	0.8	1.7	1.4	1.2	1.6

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.7	2.2	2.2	3.0	2.3	4.8	3.3	5.8	2.3
	Durable goods, total	(S)	4.7	4.1	5.6	4.6	7.5	6.2	8.6	4.6
55 ex. 554	Automotive dealers	(S)	6.9	5.7	8.2	5.1	(S)	7.3	14.0	8.0
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.7	(S)	6.9	(S)	(S)	11.9	5.3
	Nondurable goods, total	4.4	2.9	2.3	4.1	2.3	4.6	3.1	5.5	2.2
53	General merchandise group stores	4.6	1.2	1.5	2.0	2.4	4.1	2.3	4.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.7	6.6	4.3	8.9	4.6	(S)	6.3	9.1	4.0
554	Gasoline service stations	(S)	6.4	5.3	8.5	5.2	(S)	(S)	(S)	5.8
56	Apparel and accessory stores	(S)	5.0	5.6	8.2	5.7	(S)	6.9	(S)	5.5
58	Eating and drinking places	(S)	6.5	5.9	(S)	(S)	(S)	(S)	(S)	7.2
591	Drug stores and proprietary stores	(S)	9.8	(S)	(S)	(S)	(S)	(S)	(S)	5.6
53,56,57,594	GAF[1]	4.6	2.2	1.9	2.8	2.8	4.3	3.1	5.3	2.4
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.7	0.7	1.0	0.6	1.1	0.9	0.9	0.7
	Durable goods, total	••	1.6	1.6	2.1	1.4	2.3	1.8	••	1.6
55 ex. 554	Automotive dealers	••	2.2	2.2	2.9	2.1	••	2.9	••	2.7
57	Furniture, home furnishings, and equipment stores	••	••	1.8	••	1.9	••	••	••	2.2
	Nondurable goods, total	0.8	0.5	0.4	0.9	0.5	0.9	0.8	0.8	0.4
53	General merchandise group stores	0.8	0.3	0.3	0.7	0.5	0.9	0.4	0.9	0.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.2	0.6	0.8	1.1	0.6	••	0.9	1.0	0.6
554	Gasoline service stations	••	1.3	1.0	2.2	1.2	••	••	••	1.5
56	Apparel and accessory stores	••	1.8	1.4	3.1	2.2	••	2.1	••	1.7
58	Eating and drinking places	••	1.4	1.6	••	••	••	••	••	1.1
591	Drug stores and proprietary stores	••	1.5	••	••	••	••	••	••	0.8
53,56,57,594	GAF[1]	1.5	0.8	0.7	0.9	0.7	1.1	1.0	1.6	0.7
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.5	1.7	1.5	2.8	1.4	2.6	2.0	3.0	1.7
	Durable goods, total	••	3.3	2.9	4.9	2.9	5.1	4.1	••	3.6
55 ex. 554	Automotive dealers	••	5.0	3.9	7.5	3.7	••	5.2	••	5.3
57	Furniture, home furnishings, and equipment stores	••	••	4.4	••	4.6	••	••	••	4.9
	Nondurable goods, total	2.6	1.9	1.5	2.5	1.6	3.0	2.6	2.7	1.3
53	General merchandise group stores	2.6	1.0	1.2	2.4	1.8	3.4	1.3	2.2	0.6
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.6	3.0	3.5	3.0	••	5.0	5.4	2.2
554	Gasoline service stations	••	6.0	4.0	10.0	4.3	••	••	••	4.1
56	Apparel and accessory stores	••	4.1	3.8	7.5	4.3	••	4.2	••	3.6
58	Eating and drinking places	••	3.6	5.7	••	••	••	••	••	4.0
591	Drug stores and proprietary stores	••	5.7	••	••	••	••	••	••	5.4
53,56,57,594	GAF[1]	3.3	1.7	1.6	2.5	2.0	3.1	2.4	4.2	1.6

••Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-4.Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]
California	3.0	5.5	2.6	0.0	2.8	0.7	1.8	0.4	0.0	0.7	1.9	4.1	1.6	0.0	1.6
Florida	4.3	8.1	4.1	0.0	4.5	0.9	1.9	0.6	0.0	1.3	2.5	4.5	2.2	0.0	3.1
Illinois	3.7	(S)	3.1	0.0	3.8	1.1	**	0.9	0.0	1.3	2.9	**	3.4	0.0	3.6
Indiana	4.8	(S)	6.6	0.0	7.1	1.6	**	0.8	0.0	1.6	3.3	**	3.0	0.0	4.6
Louisiana	6.5	(S)	6.2	0.0	7.3	1.6	**	1.3	0.0	1.9	3.9	**	4.0	0.0	4.9
Maryland	6.0	(S)	5.7	0.0	8.4	1.4	**	0.9	0.0	1.5	3.4	**	3.4	0.0	6.7
Massachusetts	5.9	(S)	5.7	0.0	5.1	1.6	**	1.2	0.0	1.9	3.7	**	3.9	0.0	4.5
Michigan	4.7	8.9	4.4	0.0	3.6	1.7	3.4	0.9	0.0	1.2	3.4	6.6	3.4	0.0	2.8
Minnesota	6.4	(S)	8.7	0.0	5.3	2.3	**	2.3	0.0	1.4	6.9	**	7.4	0.0	3.3
Missouri	6.7	(S)	8.4	0.0	4.7	1.6	**	1.1	0.0	1.4	3.9	**	3.3	0.0	4.4
New Jersey	6.1	(S)	6.2	0.0	4.4	1.4	**	1.0	0.0	1.1	4.6	**	4.8	0.0	3.9
New York	3.3	6.9	3.4	0.0	3.7	1.1	2.6	0.8	0.0	1.4	2.6	4.8	2.5	0.0	3.1
North Carolina	6.1	(S)	5.8	0.0	6.9	2.0	**	2.0	0.0	2.3	4.0	**	4.6	0.0	6.3
Ohio	5.9	(S)	4.0	0.0	3.0	1.0	**	0.9	0.0	1.3	2.5	**	2.3	0.0	2.3
Pennsylvania	4.8	10.5	4.8	0.0	2.7	0.9	1.9	0.7	0.0	1.2	2.8	4.8	3.5	0.0	2.0
Tennessee	5.5	(S)	4.9	0.0	6.7	1.9	**	1.3	0.0	1.9	3.8	**	3.7	0.0	4.4
Texas	4.6	8.3	4.3	0.0	3.3	1.1	2.2	1.1	0.0	1.3	2.7	4.9	3.3	0.0	3.1
Virginia	4.7	(S)	5.4	0.0	5.6	1.6	**	1.1	0.0	1.7	4.3	**	5.6	0.0	4.1
Wisconsin	5.5	11.4	6.7	0.0	4.0	1.8	4.2	1.5	0.0	1.3	5.2	11.3	5.1	0.0	4.6

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.7	3.2	4.2	1.3	0.9	1.1	3.0	3.0	2.9
New York, NY-Northeastern, NJ	3.5	3.3	3.3	0.9	0.7	1.1	2.7	2.9	2.9
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.4	6.0	4.5	1.5	0.9	1.0	4.0	4.0	2.9
Atlanta, GA	(S)	(S)	11.0	**	**	2.3	**	**	5.5
Baltimore, MD	8.1	8.7	4.5	1.6	1.0	1.3	4.9	3.4	2.1
Boston, MA	6.7	5.6	5.8	1.6	1.3	1.6	4.5	5.1	3.5
Chicago, IL	3.8	3.3	4.4	1.3	0.9	1.2	3.2	3.2	3.1
Cleveland, OH	(S)	9.4	4.8	**	1.2	1.0	**	6.4	2.7
Dallas-Fort Worth, TX	6.1	6.2	6.0	1.7	1.6	1.7	4.7	4.7	3.4
Detroit, MI	5.4	5.6	4.8	1.5	0.9	1.2	5.1	5.1	4.0
Houston, TX	5.7	7.1	4.1	1.7	1.1	0.9	3.0	3.7	2.7
Kansas City, MO-KS	9.6	7.4	3.9	2.6	1.3	1.4	5.7	5.0	2.9
Los Angeles-Long Beach, CA	5.0	5.5	6.3	0.8	0.7	1.3	2.5	2.9	2.8
Miami,FL	10.8	8.7	7.9	1.9	1.4	1.3	6.3	6.0	2.8
Milwaukee, WI	(S)	(S)	6.1	**	**	1.2	**	**	4.1
Minneapolis-St. Paul, MN-WI	9.8	11.5	2.8	3.4	3.2	0.9	8.5	10.3	1.6
Nassau-Suffolk, NY	10.1	7.7	6.7	1.8	1.5	1.7	4.4	4.6	7.6
New York, NY	4.1	5.2	4.7	1.2	1.0	1.6	4.1	4.4	4.0
Newark, NJ	8.6	8.2	5.9	1.7	2.0	1.6	8.8	7.9	5.5
Philadelphia, PA	7.0	8.3	5.9	1.4	1.2	1.9	5.8	6.7	5.3
Pittsburgh, PA	11.9	8.3	5.8	2.2	1.7	2.5	6.3	5.2	3.5
St. Louis, MO-IL	11.1	13.9	7.2	1.7	1.0	1.3	5.1	4.7	6.0
San Diego, CA	7.7	(S)	4.6	2.1	**	1.4	5.2	**	2.8
San Francisco-Oakland, CA	6.1	6.6	3.7	1.5	1.0	1.6	4.4	3.8	4.6
Washington, DC-MD-VA	7.3	6.0	9.4	1.9	1.4	2.5	5.6	9.2	8.0
Cities									
Chicago, IL	8.4	7.0	6.0	1.6	1.2	2.4	4.6	4.6	5.6
Los Angeles, CA	8.9	7.6	8.6	1.6	1.1	2.2	4.3	3.9	5.1
New York, NY	4.6	6.4	5.6	1.3	1.2	1.9	4.1	4.6	4.3
Philadelphia, PA	13.5	16.2	8.8	1.9	1.4	3.0	13.1	15.3	5.9

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-6.Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +1.4 percent, with a median of +0.2 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.5 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.5 percent to +0.6 percent, with a median of +0.1 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	June 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	118700	118802	118960	-0.6	1.4	0.2	-0.2	0.5	0.2
	Total (excluding auto group)	91544	91793	91859	-0.5	1.2	0.3	-0.4	0.5	0.1
	Durable goods, total	45402	45237	45596	-2.0	1.9	0.2	-0.2	0.8	0.3
52	Building materials, hardware, garden supply and mobile home dealers	6947	6971	6996	-3.0	4.4	0.5	-1.2	0.9	0.1
55 ex. 554	Automotive dealers	27156	26809	27101	-3.1	3.5	-0.2	-0.4	1.1	0.4
57	Furniture, home furnishings, and equipment stores	6134	6383	6378	-4.0	4.0	2.1	-0.8	1.6	0.2
	Nondurable goods, total	73298	73365	73364	-0.5	1.1	0.2	-0.4	0.6	0.0
53	General merchandise group stores	13753	13805	13766	-1.9	1.3	0.1	-0.9	0.7	-0.1
531	Department stores	11728	11799	11784	-1.5	0.6	0.2	-0.3	0.2	0.0
54	Food stores	24304	24362	24398	-0.4	1.1	0.4	-0.3	0.7	0.2
541	Grocery stores	22942	23020	23063	-0.6	1.1	0.5	-0.4	0.7	0.2
554	Gasoline service stations	7274	7145	7144	-4.3	4.1	-1.0	-1.9	0.9	0.0
56	Apparel and accessory stores	6159	6349	6283	-1.9	3.0	1.6	-1.0	1.2	0.4
58	Eating and drinking places	11661	11701	11722	-1.9	3.5	0.5	-1.0	2.3	0.2
591	Drug stores and proprietary stores	4126	4108	4118	-2.0	1.9	0.1	-1.1	0.5	-0.3

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	June 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	170869	171705	-0.5	0.6	0.1
	Total (excluding auto group)	126172	126099	-0.4	0.4	0.2
	Durable goods, total	87198	88281	-0.8	1.4	0.2
52	Building materials, hardware, garden supply, and mobile home dealers	14129	14192	-0.3	4.0	0.4
55 ex. 554	Automotive dealers	44697	45606	-0.7	2.0	0.0
57	Furniture, home furnishings, and equipment stores	13151	13339	-0.3	1.4	0.4
	Nondurable goods, total	83671	83424	-0.3	0.3	-0.1
53	General merchandise group stores	31534	31206	-1.0	0.8	-0.1
531	Department stores	25114	24899	-0.9	1.0	0.0
54	Food stores	16414	16441	-0.5	0.6	0.1
56	Apparel and accessory stores	15804	15798	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program*, U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series*, Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers*, pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: April 1985 Through August 1986**

Sic code	Kind of business	1985							1986									
		June	July[1]	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May.	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]
	Retail trade, total	.991	.984	.986	1.007	1.049	1.061	.968	.962	.986	1.004	1.010	1.000	.989	.982	.985	1.006	1.046
	Durable goods, total	1.011	.982	.962	.972	1.001	1.017	.987	.992	1.014	1.025	1.032	1.020	1.007	.980	.961	.969	.996
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	1.018	1.002	.999	.989	.987	.975	.962	.968	.997	1.027	1.040	1.035	1.013	1.001	1.000	.991	.990
55	Automotive dealers	1.025	.972	.924	.928	.963	.996	1.005	1.016	1.050	1.057	1.058	1.038	1.019	.967	.915	.920	.954
57	Furniture, home furnishings, equipment dealers	1.004	.988	1.002	1.008	1.036	1.048	.985	.973	.976	.989	.995	.994	1.006	.988	1.000	1.008	1.036
	Nondurable goods, total	.973	.984	1.006	1.040	1.092	1.101	.954	.935	.960	.984	.990	.983	.972	.984	1.004	1.040	1.093
53	General mdse. group stores	.966	.983	1.019	1.071	1.145	1.157	.902	.879	.926	.972	.995	.987	.964	.981	1.017	1.070	1.146
531	Department stores	.965	.975	1.012	1.066	1.141	1.167	.905	.877	.926	.978	1.001	.992	.963	.973	1.009	1.064	1.140
54	Food stores	.999	.982	.976	.989	1.026	1.047	1.013	.994	.990	.998	.995	.993	.998	.981	.975	.989	1.025
56	Apparel & accessory stores	.955	.989	1.026	1.063	1.110	1.103	.937	.913	.956	.990	.993	.971	.955	.989	1.024	1.061	1.110

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: April 1985 Through August 1986

SIC code	Kind of business	1985							1986									
		June	July[1]	Aug.[1]	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]
	U.S. Retail Sales																	
	Retail trade, total	1.008	1.003	1.037	.957	1.010	1.023	1.191	.901	.854	.979	.986	1.055	1.008	1.012	1.018	.962	1.015
	Durable goods, total	1.059	1.048	1.038	.962	1.009	.964	1.061	.883	.858	.988	1.030	1.095	1.076	1.052	1.011	.972	1.008
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	1.144	1.141	1.105	1.052	1.084	.966	.895	.779	.717	.903	1.021	1.178	1.163	1.137	1.082	1.051	1.094
521,3	Bldg. mat. & supply stores	1.131	1.155	1.131	1.081	1.114	.969	.864	.788	.731	.900	1.009	1.134	1.144	1.159	1.100	1.083	1.121
525	Hardware stores	1.111	1.066	1.035	.944	1.012	1.013	1.153	.840	.747	.893	1.040	1.153	1.101	1.070	1.015	.965	1.016
55 ex. 554	Automotive dealers	1.067	1.071	1.045	.961	.998	.915	.885	.904	.894	1.048	1.068	1.124	1.099	1.063	1.019	.972	1.012
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	1.069	1.068	1.042	.956	.991	.903	.873	.908	.905	1.059	1.074	1.131	1.101	1.064	1.015	.967	1.004
553	Auto & home supply stores	1.067	1.094	1.075	.988	1.073	1.030	.996	.862	.788	.928	1.041	1.058	1.052	1.097	1.063	1.009	1.071
57	Furniture, home furnishings & equipment stores	.971	.976	1.022	.951	1.013	1.086	1.342	.928	.855	.947	.935	.975	.955	.979	1.003	.979	1.010
571	Furniture, home furnishings stores	.990	.988	1.052	.967	1.039	1.083	1.150	.933	.857	.964	.961	1.018	.983	.991	1.034	.992	1.038
5722, 32	Household appliance, radio, TV stores	.948	.967	.994	.919	.996	1.101	1.565	.930	.845	.917	.890	.923	.926	.965	.970	.951	.995
	Nondurable goods, total	.988	.981	1.036	.947	1.006	1.056	1.263	.912	.851	.974	.954	1.035	.976	.988	1.023	.954	1.015
53	General mdse. group stores	.940	.870	1.008	.898	.994	1.221	1.842	.704	.701	.919	.901	1.022	.925	.882	.983	.906	.995
531	Department stores	.944	.871	1.010	.901	.993	1.217	1.831	.702	.698	.920	.904	1.023	.931	.882	.987	.911	.995
533	Variety stores	.929	.912	1.021	.865	.957	1.075	1.859	.740	.744	.984	.906	1.007	.912	.919	1.005	.862	.961
539	Misc. gen. mdse. stores	.916	.835	.969	.881	1.004	1.332	1.936	.693	.704	.852	.879	1.010	.894	.856	.940	.896	1.010
54	Food stores	1.011	1.027	1.055	.953	.997	1.011	1.050	.984	.899	.991	.967	1.058	.992	1.040	1.037	.960	1.013
541	Grocery stores	1.012	1.029	1.057	.956	.998	1.012	1.039	.989	.899	.988	.966	1.058	.992	1.043	1.039	.961	1.016
554	Gasoline service stations	1.041	1.064	1.062	.999	1.027	.984	1.014	.958	.870	.942	.976	1.035	1.043	1.065	1.058	1.002	1.030
56	Apparel & accessory stores	.927	.880	1.050	.930	.999	1.141	1.642	.792	.733	.995	.916	1.017	.904	.888	1.024	.945	1.000
561	Men's & boys' clothing, furnishing stores	.975	.828	.937	.877	.992	1.213	1.907	.810	.700	.878	.899	1.022	.960	.824	.926	.872	.996
562,3, 8	Women's clothing, specialty stores, furriers	.909	.894	1.010	.945	1.026	1.137	1.582	.802	.754	1.004	.944	1.023	.888	.908	.983	.959	1.030
566	Shoe stores	.966	.862	1.091	.993	1.015	1.064	1.332	.835	.761	1.095	.971	1.047	.934	.875	1.072	1.013	1.002
58	Eating and drinking places	1.050	1.067	1.100	.998	1.018	.968	.975	.917	.873	.992	1.001	1.057	1.045	1.071	1.099	.993	1.031
591	Drug & proprietary stores	.965	.967	.991	.927	.977	.980	1.326	.972	.922	.995	.961	1.007	.970	.971	.974	.938	.976
592	Liquor stores	.997	1.033	1.048	.937	.976	1.042	1.389	.907	.834	.918	.915	.999	.980	1.039	1.038	.950	.981
	Retail Sales of Group II Companies																	
	Retail trade, total	.973	.950	1.025	.931	.996	1.099	1.410	.863	.814	.967	.944	1.036	.958	.960	1.002	.939	1.005
553	Auto & home supply stores	1.044	1.075	1.061	.978	1.085	1.058	1.032	.851	.781	.946	1.019	1.074	1.037	1.081	1.029	1.013	1.082
53	General mdse. group stores	.942	.868	1.003	.895	.988	1.228	1.856	.700	.700	.920	.899	1.021	.930	.876	.983	.905	.989
531	Department stores	.949	.873	1.009	.901	.992	1.215	1.831	.703	.699	.919	.906	1.022	.934	.883	.987	.912	.994
533	Variety stores	.925	.891	1.011	.863	.945	1.090	1.916	.720	.731	.964	.921	1.025	.909	.898	.999	.858	.948
541	Grocery stores	.995	1.009	1.053	.940	.992	1.025	1.053	1.006	.907	1.000	.968	1.062	.972	1.024	1.030	.946	1.011
56	Apparel & accessory stores	.930	.856	1.092	.925	.977	1.160	1.755	.715	.693	1.017	.909	.996	.901	.863	1.082	.934	.986
562,3 8	Women's clothing, specialty stores, furriers	.930	.906	1.053	.927	.991	1.145	1.709	.714	.709	1.012	.933	1.000	.910	.923	1.034	.921	1.000
566	Shoe stores	.945	.835	1.099	.972	.992	1.095	1.440	.787	.738	1.141	.938	1.032	.919	.836	1.088	.989	1.005
591	Drug & proprietary stores	.966	.959	.977	.917	.953	.992	1.450	.944	.894	.997	.935	1.006	.967	.965	.961	.924	.956

[1] Factors were developed after the issue of last month's report.(See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago—Gary, Il-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Hartford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, Al. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Date, and Walker Counties, GA.

Chicago, Il. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

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[1] Statistics for the Boston SMSA in Table 9 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry. Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick City, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Briston County; Planville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacrameto, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, Il.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadaupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alamada, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadely, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worchester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince George's Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngston-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separetely but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

New England Division
- Maine
- New Hampshire
- Vermont
- Massachusetts
- Rhode Island
- Connecticut

Middle Atlantic Division
- New York
- New Jersey
- Pennsylvania

MIDWEST (formerly North Central)

East North Central Division
- Ohio
- Indiana
- Illinois
- Michigan
- Wisconsin

West North Central Division
- Minnesota
- Iowa
- Missouri
- North Dakota
- South Dakota
- Nebraska
- Kansas

SOUTH

South Atlantic Division
- Delaware
- Maryland
- District of Columbia
- Virginia
- West Virginia
- North Carolina
- South Carolina
- Georgia
- Florida

East South Central Division
- Kentucky
- Tennessee
- Alabama
- Mississippi

West South Central Division
- Arkansas
- Louisiana
- Oklahoma
- Texas

WEST

Mountain Division
- Montana
- Idaho
- Wyoming
- Colorado
- New Mexico
- Arizona
- Utah
- Nevada

Pacific Division
- Washington
- Oregon
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Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

August 1986

Issued October 1986
BR-86-08

Sales: Total sales for all retail stores in the United States during August 1986 were estimated to be $121.6 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated August 1986 sales indicated an increase of 1.5 percent over July, and were 4.5 percent higher than August 1985. Cumulative sales for the first 8 months of 1986 were 4.5 percent above sales for the similar period last year.

The sales for most major kinds of business were significantly higher than last year. Building materials dealers were up 17.3 percent, furniture stores sales, up 13.7 percent, and eating and drinking places were 9.6 percent over the August 1985 sales. Gasoline service station sales, however, were 20.0 percent lower than those for August 1985.

The unadjusted sales for the New England Division were 9.7 percent higher than last year, while sales for the East South Central Division were up 7.8 percent, and sales for the Middle Atlantic Division were up 5.9 percent. Of the States published in table 8, Maryland showed the largest increase over August 1985, up 11.0 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $173.0 billion at the end of August, little changed from July but were 8.1 percent above the August of last year.

Durable goods showed little change from July but were up 13.5 percent from August of last year. Nondurable goods inventories were little changed from July but were 2.8 percent above the year ago level.

The total inventories/sales ratio for August based on seasonally adjusted data was 1.42, down 0.03 from the previous month and 0.04 percent above August of last year.

Figure 1. **Retail Sales**
Month-to-Month Percent Change*

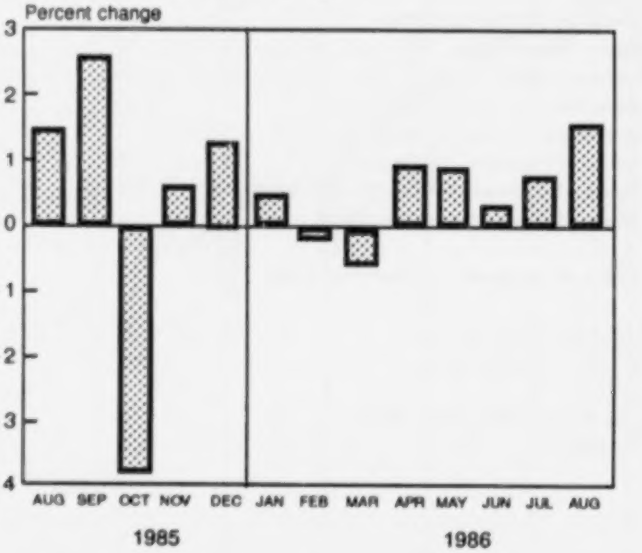
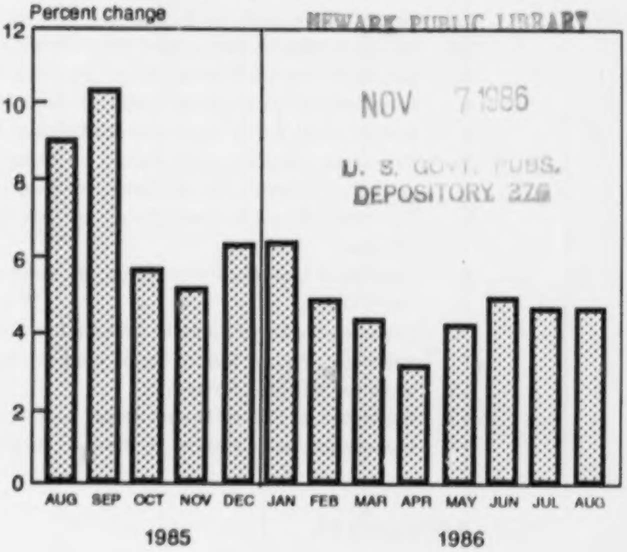


Figure 2. **Retail Sales**
Year-to-Year Percnet Change*



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*(DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. **Estimated Monthly Retail Sales: January 1976 – August 1986**

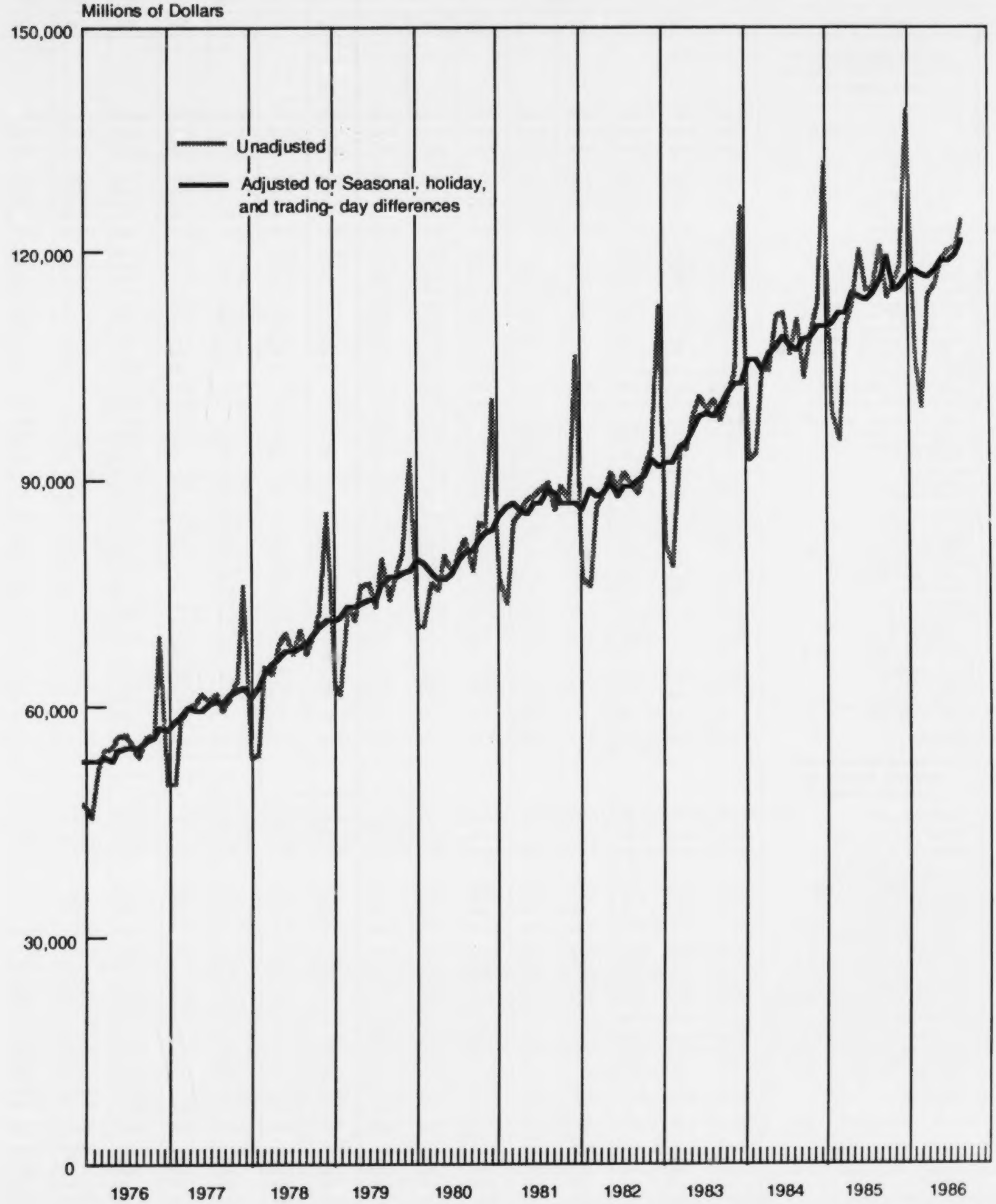

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986								1985					Total 8 mos.	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.^{p}	Aug.	Sept.	Oct.	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	105,642	99,661	114,236	115,710	125,421	120,351	120,736	123,957	120,772	113,842	115,750	118,060	138,646	925,714	887,843
	Total (excl. auto. group)	81,831	76,333	87,995	87,468	94,845	90,611	91,735	95,020	92,265	85,298	90,743	94,957	115,553	705,838	674,597
	Durable goods, total	38,985	37,469	42,843	46,098	49,856	48,810	48,228	48,401	46,053	45,165	42,787	41,120	46,346	360,690	338,789
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,996	6,401	7,702	8,129	8,128	8,033	7,872	6,899	6,541	6,950	6,236	5,993	56,654	48,342
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,486	6,867	6,902	7,054	6,861	6,082	5,741	6,238	5,491	5,302	48,869	42,163
521,3	Bldg. mat., supply stores	4,035	3,694	4,609	5,500	5,791	5,819	6,013	5,840	5,113	4,857	5,212	4,538	4,218	41,301	35,016
525	Hardware stores	779	712	870	986	1,076	1,083	1,041	1,021	969	884	1,024	953	1,084	7,568	7,147
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,242	30,576	29,740	29,001	28,937	28,507	28,544	25,007	23,103	23,093	219,876	213,046
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,172	28,446	27,631	26,810	26,781	26,333	26,519	22,811	20,938	21,054	204,002	197,106
551,2	Motor vehicle dealers	21,088	20,495	22,509	24,163	26,381	25,579	24,920	25,064	24,842	25,135	21,691	19,935	20,080	190,199	184,200
551	Motor veh. (franchised)	20,370	19,807	21,699	23,367	25,515	24,651	23,895	23,980	23,829	24,190	20,792	19,192	19,442	183,284	176,612
553	Auto & Home supply stores	1,759	1,606	1,853	2,070	2,130	2,109	2,191	2,156	2,174	2,025	2,196	2,165	2,039	15,874	15,940
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,684	6,094	6,089	6,360	6,457	5,816	5,509	5,983	6,406	8,102	47,067	42,112
571	Furniture & home furn. stores	3,035	2,828	3,209	3,208	3,434	3,346	3,425	3,588	3,277	3,033	3,245	3,422	3,693	26,073	23,530
5712	Furniture stores	1,863	1,718	1,945	1,910	2,101	2,054	2,096	2,230	2,034	1,872	1,983	2,130	2,271	15,917	14,659
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	2,048	2,239	2,323	2,496	2,410	2,138	2,058	2,298	2,533	3,675	17,597	15,670
5722	Household appliance stores	676	570	638	633	712	732	814	756	736	696	778	785	1,016	5,531	5,297
5944	Jewelry stores	704	755	790	795	1,009	871	808	913	793	759	819	1,065	2,677	6,645	5,886
	Nondurable goods, total	66,657	62,192	71,393	69,612	75,565	71,541	72,508	75,556	74,719	68,677	72,963	76,940	92,300	565,024	548,854
53	General mdse, group stores	9,383	9,550	12,661	12,498	14,017	12,755	12,245	13,921	13,513	12,027	13,217	16,422	24,720	97,030	93,070
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,797	13,275	12,107	11,650	13,247	12,761	11,357	12,522	15,647	23,376	91,756	87,655
531	Department stores	7,954	8,049	10,769	10,644	11,985	10,971	10,519	12,013	11,436	10,154	11,216	13,910	20,903	82,904	78,561
539	Misc. gen. mdse. stores	861	945	1,102	1,153	1,290	1,136	1,131	1,234	1,325	1,203	1,306	1,737	2,473	8,852	9,094
533	Variety stores	568	556	790	701	742	648	595	674	752	670	695	775	1,344	5,274	5,415
54	Food stores	23,948	21,813	24,213	23,354	25,635	24,206	25,459	25,358	24,837	22,753	23,709	24,297	25,409	193,986	186,030
541	Grocery stores	22,749	20,630	22,853	22,049	24,235	22,878	24,123	24,000	23,473	21,515	22,408	22,964	23,765	183,517	175,451
546	Retail bakeries	296	309	368	349	370	353	352	369	333	321	339	352	376	2,766	2,606
554	Gasoline service stations	8,067	7,122	7,173	6,941	7,442	7,451	7,390	7,163	9,005	8,380	8,647	8,285	8,618	58,749	66,837
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	6,313	5,680	5,533	6,575	6,172	5,491	5,881	6,809	9,783	45,061	41,709
561	Mens & boys clothing, furnishings	563	511	660	692	776	724	622	701	645	600	691	854	1,342	5,249	4,849
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,405	2,612	2,331	2,387	2,616	2,509	2,360	2,534	2,835	3,963	18,805	17,429
562	Womens ready-to-wear	1,717	1,624	2,297	2,164	2,355	2,115	2,185	2,372	2,252	2,128	2,252	2,487	3,444	16,829	15,564
565	Family clothing stores	1,161	1,089	1,556	1,463	1,605	1,450	1,405	1,802	1,748	1,391	1,500	1,864	2,885	11,531	10,692
566	Shoe stores	740	703	1,026	914	996	892	827	1,090	998	892	898	948	1,190	7,188	6,929
58	Eating and drinking places	10,338	9,826	11,309	11,663	12,377	12,250	12,648	13,117	11,979	10,987	11,307	10,754	10,728	93,528	87,259
5812	Eating places	9,525	9,075	10,458	10,751	11,476	11,326	11,715	12,150	11,164	10,185	10,471	9,940	9,894	86,476	80,712
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,622	6,977	6,852	7,053	7,357	6,777	6,340	6,522	6,127	6,012	52,642	49,479
5812 pt.	Refreshment places	3,632	3,376	3,941	3,999	4,317	4,305	4,515	4,614	4,264	3,723	3,819	3,682	3,749	32,699	30,372
5813	Drinking pls. (alcoholic bev)	813	751	851	912	901	924	933	967	815	802	836	814	834	7,052	6,547
591	Drug & proprietary stores	3,828	3,619	3,997	3,865	4,118	3,994	4,030	4,067	3,866	3,595	3,863	3,832	5,186	31,518	29,538
592	Liquor stores	1,363	1,242	1,395	1,366	1,496	1,489	1,563	1,541	1,532	1,491	1,430	1,544	2,077	11,455	11,260
596	Nonstore retailers[1]	2,139	2,094	2,275	2,276	2,183	2,077	2,083	2,193	2,120	2,194	2,830	2,800	2,587	17,320	16,539
5961 pt.	Mail-order houses (department store merchandise)	260	238	286	308	290	265	290	309	357	336	457	494	461	2,246	2,802
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,170	30,211	28,206	27,722	30,950	29,166	26,367	28,627	33,946	50,548	216,904	203,033
	Adjusted for seasonal variations, holiday, and trading-day differences							See	note 3							
	Retail trade, total	117,349	117,200	116,684	117,715	118,675	118,960	119,804	121,574	116,349	118,295	114,785	115,433	116,861	947,961	907,130
	Total (excl. auto group)	91,022	91,160	91,658	91,358	91,511	91,859	92,374	93,006	88,886	89,265	89,720	90,144	90,697	733,948	700,324
	Durable goods, total	44,187	43,949	43,279	44,874	45,554	45,596	46,312	47,696	44,318	46,007	42,356	42,631	43,882	361,447	338,374
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,143	7,384	6,947	6,998	7,080	7,272	6,197	6,234	6,409	6,456	6,641	56,657	48,186
521,3	Bldg. mat., & supply stores	5,121	5,053	5,121	5,451	5,107	5,087	5,202	5,290	4,513	4,506	4,679	4,683	4,882	41,432	35,003
525	Hardware stores	927	953	974	948	933	984	976	993	929	932	1,012	941	940	7,688	7,224
55 ex 554	Automotive dealers	26,327	26,040	25,026	26,357	27,164	27,101	27,430	28,568	27,463	29,030	25,065	25,289	26,164	214,013	206,806
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	23,029	24,369	25,151	25,096	25,436	26,542	25,443	26,978	23,018	23,187	24,117	197,911	190,713
553	Auto & home supply stores	2,041	2,038	1,997	1,988	2,013	2,005	1,994	2,026	2,020	2,052	2,047	2,102	2,047	16,102	16,093
57	Furniture, home furn. & equip strs	5,969	5,971	6,049	6,099	6,262	6,378	6,507	6,479	5,698	5,775	5,884	5,909	6,012	49,714	44,286
571	Furniture & home furn. stores	3,253	3,300	3,329	3,338	3,373	3,404	3,470	3,470	3,112	3,124	3,123	3,160	3,211	26,937	24,203
5722,32	Household appliance, radio & tv	2,263	2,244	2,268	2,301	2,426	2,509	2,557	2,521	2,171	2,230	2,307	2,301	2,348	19,089	16,932
	Nondurable goods, total	73,162	73,251	73,405	72,841	73,121	73,364	73,492	73,878	72,031	72,288	72,430	72,802	72,979	586,514	568,756
53	General mdse. group stores	13,340	13,621	13,801	13,860	13,730	13,766	13,873	14,097	13,391	13,416	13,322	13,455	13,416	110,088	105,483
531	Department stores	11,330	11,532	11,705	11,774	11,716	11,784	11,926	12,122	11,300	11,270	11,295	11,430	11,416	93,889	88,888
533	Variety stores	768	747	803	774	737	711	643	679	742	779	726	721	723	5,862	5,987
539	Misc. gen. mdse stores	1,242	1,342	1,293	1,312	1,277	1,271	1,304	1,296	1,349	1,367	1,301	1,304	1,277	10,337	10,608
54	Food stores	24,337	24,261	24,463	24,126	24,233	24,398	24,486	24,497	23,565	23,778	23,787	24,043	24,250	194,801	186,609
541	Grocery stores	23,002	22,948	23,131	22,825	22,906	23,063	23,151	23,144	22,228	22,458	22,453	22,692	22,873	184,170	175,899
554	Gasoline service stations	8,421	8,186	7,615	7,112	7,190	7,144	6,932	6,802	8,503	8,380	8,420	8,420	8,499	59,402	67,138
56	Apparel & accessory stores	5,915	5,996	6,189	6,205	6,211	6,283	6,257	6,373	5,870	5,890	5,897	5,964	5,954	49,429	45,582
561	Mens & boys clothing, furnishings	695	730	752	770	759	754	751	760	690	685	697	704	704	5,971	5,522
562,3,8	Women's clothing, spec., furrier	2,498	2,492	2,562	2,548	2,553	2,625	2,632	2,659	2,484	2,495	2,470	2,493	2,506	20,569	19,007
566	Shoe stores	886	924	937	941	951	955	954	1,004	907	899	885	891	883	7,552	7,250
58	Eating & drinking places	11,274	11,255	11,400	11,651	11,710	11,722	11,810	11,935	10,890	10,987	11,107	11,110	11,003	92,757	86,677
591	Drug & proprietary stores	3,938	3,925	4,017	4,022	4,089	4,118	4,155	4,180	3,901	3,861	3,954	3,910	3,911	32,444	30,355
592	Liquor stores	1,503	1,489	1,520	1,493	1,497	1,519	1,499	1,487	1,462	1,588	1,465	1,482	1,495	12,007	11,776

^{p}Preliminary estimates. [1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [2] GAF represents stores which specialize in department store types of merchandise (see appendix A). [3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. **Percent Change in Estimated Monthly Retail Sales, by Kind of Business**

SIC code	Kind of business	Percent change in retail sales		
		August 1986 from--		8 mos. 1986 from 8 mos. 1985
		Aug. 1985	July 1986	
	Data Not Adjusted[1]			
	Retail trade, total	+2.6	+2.7	+4.3
	Total (excl. auto. group)	+3.0	+3.6	+4.6
	Durable goods, total	+5.1	+.4	+6.5
52	Building materials, hardware, garden supply, and mobile homes dealers	+14.1	-2.0	+17.2
521,3,5	Bldg. mat., supply, hardware stores	+12.8	-2.7	+15.9
521,3	Bldg. materials and supply stores	+14.2	-2.9	+17.9
523	Paint, glass, wallpaper stores*	+16.9	-1.8	+23.0
525	Hardware stores	+5.4	-1.9	+5.9
55 ex 554	Automotive dealers	+1.5	-.2	+3.2
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+1.7	-.1	+3.5
551,2	Motor vehicle dealers	+.9	+.6	+3.3
551	Motor vehicle dlrs. (franchised)	+.6	+.4	+3.8
553	Auto and home supply stores	-.8	-1.6	-.4
57	Furniture, home furn., & equip. stores	+11.0	+1.5	+11.8
571	Furniture, and home furn. stores	+9.5	+4.8	+10.8
5712	Furniture stores	+9.6	+6.4	+8.6
5713	Floor covering stores*	+6.3	+1.6	+14.4
5722,32	Household appliance, radio & TV	+12.7	-3.4	+12.3
5722	Household appliance stores	+2.7	-7.1	+4.4
5732	Radio and television stores*	+18.0	-1.7	+16.3
5733	Music stores*	+14.5	+4.6	+16.7
5941	Sporting goods strs. & bicycle shops*	+6.8	+12.3	+3.3
5942	Book stores*	+5.5	+38.7	+2.3
5944	Jewelry stores	+15.1	+13.0	+12.9
5946	Camera, photographic supply stores*	+5.8	-1.8	+5.9
5999 pt.	Optical goods stores*	+6.8	+5.9	+9.6
	Nondurable goods, total	+1.1	+4.2	+2.9
53	General merchandise group stores	+3.0	+13.7	+4.3
531,9	Dept. strs., misc. gen. mdse. strs	+3.8	+13.7	+4.7
531	Department stores	+5.0	+14.2	+5.5
539	Misc. general mdse. stores	-6.9	+9.1	-2.7
533	Variety stores	-10.4	+13.3	-2.6
54	Food stores	+2.1	-.4	+4.3
541	Grocery stores	+2.2	-.5	+4.6
542	Meat and fish (seafood) markets*	-14.8	-.5	-15.6
543	Fruit stores & vegetable markets*	-5.0	-3.6	+4.2
544	Candy, nut, confectionery stores*	+11.4	+7.7	+14.0
546	Retail bakeries	+10.8	+4.8	+6.1
554	Gasoline service stations	-20.5	-3.1	-12.1
56	Apparel and accessory stores	+6.5	+18.8	+8.0
561	Men's & boy's clothing, furnishings	+8.7	+12.7	+8.2
562,3,8	Women's cloth., spec. strs., furriers	+4.3	+9.6	+7.9
562	Women's ready-to-wear stores	+5.3	+8.6	+8.1
565	Family clothing stores	+3.1	+28.3	+7.8
566	Shoe stores	+9.2	+31.8	+3.7
58	Eating and drinking places	+9.5	+3.7	+7.2
5812	Eating places	+8.8	+3.7	+7.1
5812 pt.	Restaurants, lunchrooms, cafes	+8.6	+4.3	+6.4
5812 pt.	Refreshment places	+8.2	+2.2	+7.7
5813	Drinking places (alcoholic bevs.)	+18.7	+3.6	+7.7
591	Drug & proprietary stores	+5.2	+.9	+6.7
592	Liquor stores	+.6	-1.4	+1.7
5943	Stationery stores*	-14.1	+6.7	-4.4
596	Nonstore retailers[2]	+3.4	+5.3	+4.7
5961 pt.	Mail-order houses (department store merchandise)	-13.4	+6.6	-19.8
598	Fuel and ice dealers*	-12.3	+3.8	-8.2
5983	Fuel and oil dealers*	-13.4	+1.5	-10.2
53,56,57, 594	GAF, total[3]	+6.1	+11.6	+6.8
	Data Adjusted[4]			
	Retail trade, total	+4.5	+1.5	+4.5
	Total (ex. automotive group)	+4.6	+.7	+4.8
	Durable goods, total	+7.6	+3.0	+6.8
52	Building materials, hardware, garden supply, and mobile homes dealers	+17.3	+2.7	+17.6
521,3	Bldg. materials and supply stores	+17.2	+1.7	+18.4
525	Hardware stores	+6.9	+1.7	+6.4
55 ex 554	Automotive dealers	+4.0	+4.1	+3.5
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+4.3	+4.3	+3.8
553	Auto and home supply stores	+.3	+1.6	+.1
57	Furniture, home furn., & equip. stores	+13.7	-.4	+12.3
571	Furniture and home furn. stores	+11.5	.0	+11.3
5722,32	Hshd. appl., radio and TV stores	+16.1	-1.4	+12.7
	Nondurable goods, total	+2.6	+.5	+3.1
53	General merchandise group stores	+5.3	+1.6	+4.4
531	Department stores	+7.3	+1.6	+5.6
533	Variety stores	-8.5	+5.6	-2.1
539	Misc. general mdse. stores	-3.9	-.6	-2.6
54	Food stores	+4.0	.0	+4.4
541	Grocery stores	+4.1	.0	+4.7
554	Gasoline service stations	-20.0	-1.9	-11.5
56	Apparel and accessory stores	+8.6	+1.9	+8.4
561	Men's & boy's clothing, furnishings	+10.1	+1.2	+8.1
562,3,8	Women's cloth., spec. strs., furriers	+7.0	+1.0	+8.2
566	Shoe stores	+10.7	+5.2	+4.2
58	Eating and drinking places	+9.6	+1.1	+7.0
591	Drug & proprietary stores	+7.2	+.6	+6.9
592	Liquor stores	+1.7	-.8	+2.0

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.
[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.
[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. **Month-to-Month and Long-Term Percent Changes in Retail Sales**

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change		Average monthly rates of change		
				June 1986 through Aug. 1986 from--				
	August 1986 from July 1986	July 1986 from June 1986	June 1986 from May 1986	Mar. 1986 through May 1986	June 1985 through August 1985	August 1986 from June 1986 (3-mo. span)	August 1986 from Mar. 1986 (6-mo. span)	August 1986 from August 1985 (12-mo. span)
Retail trade, total	+1.5	+.7	+.2	+2.1	+4.6	+.8	+.6	+.4
Durable goods, total	+3.0	+1.6	+.1	+4.4	+7.8	+1.6	+1.4	+.7
Nondurable goods, total	+.5	+.2	+.3	+.6	+2.7	+.3	+.1	+.2

Table 3. **Estimated Monthly Retail Sales, by Kind of Business: 1985**

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.	Nov.	Dec
	Retail trade, total	110,511	111,935	111,999	114,256	113,992	113,468	114,620	116,349	118,295	114,785	115,433	116,861
	Total (excl. auto. group)	85,848	86,783	86,815	88,142	87,998	87,485	88,367	88,886	89,265	89,720	90,144	90,697
	Durable goods, total	40,644	41,341	41,498	42,764	42,587	42,335	42,887	44,318	46,007	42,355	42,631	43,882
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,033	5,952	6,140	6,197	6,234	6,409	6,456	6,641
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,356	4,416	4,513	4,506	4,679	4,683	4,882
525	Hardware stores	893	878	901	928	906	887	902	929	932	1,012	941	940
55ex.554	Automotive dealers	24,663	25,152	25,184	26,114	25,994	25,983	26,253	27,463	29,030	25,065	25,289	26,164
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	23,975	24,235	25,443	26,978	23,018	23,187	24,117
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,037	2,008	2,018	2,020	2,052	2,047	2,102	2,047
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,475	5,647	5,554	5,602	5,698	5,775	5,884	5,909	6,012
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,072	3,044	3,073	3,112	3,124	3,123	3,160	3,211
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,105	2,175	2,114	2,127	2,171	2,230	2,307	2,301	2,348
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,405	71,133	71,733	72,031	72,288	72,430	72,802	72,979
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,217	13,126	13,209	13,391	13,416	13,322	13,455	13,416
531	Department stores	10,837	11,130	11,069	11,191	11,138	11,067	11,156	11,300	11,270	11,295	11,430	11,416
533	Variety stores	733	757	758	760	750	748	739	742	779	726	721	723
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,337	1,329	1,311	1,314	1,349	1,367	1,301	1,304	1,277
54	Food stores	23,123	23,188	23,073	23,445	23,370	23,337	23,508	23,565	23,778	23,787	24,043	24,250
541	Grocery stores	21,794	21,846	21,720	22,093	22,006	22,023	22,189	22,228	22,458	22,453	22,692	22,873
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,472	8,428	8,524	8,503	8,380	8,420	8,420	8,499
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,763	5,703	5,771	5,870	5,890	5,897	5,964	5,954
561	Men's & boys' clothing, furnishings	694	688	694	693	697	681	685	690	685	697	704	704
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,388	2,378	2,438	2,484	2,495	2,470	2,493	2,505
566	Shoe stores	867	884	918	927	942	907	898	907	899	885	891	893
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,947	10,966	10,940	10,890	10,987	11,107	11,110	11,003
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,784	3,808	3,853	3,901	3,861	3,954	3,910	3,911
592	Liquor stores	1,494	1,461	1,475	1,490	1,474	1,454	1,466	1,462	1,588	1,465	1,482	1,495

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986								1985					Percent change		
															Aug. 1986 from--		8 mo 1986 from 8 mo 1985
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.[p]	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1985	July 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	37,972	41,666	38,836	39,353	41,638	40,626	36,963	39,527	44,041	56,786	+2.5	+5.8	+3.7
	Durable goods, total	2,679	2,554	3,116	3,361	3,704	3,567	3,733	3,743	3,380	3,138	3,346	3,717	5,246	+10.7	+.3	+7.5
553	Auto and home supply stores	361	341	412	451	466	449	500	482	426	409	455	454	437	+13.1	-3.6	+10.3
	Nondurable goods, total	31,847	30,149	35,959	34,611	37,962	35,269	35,620	37,895	37,246	33,825	36,181	40,324	51,540	+1.7	+6.4	+3.3
53	General mdse. group stores	6,708	8,911	11,863	11,690	13,158	11,964	11,415	13,002	12,553	11,140	12,239	15,387	23,218	+3.6	+13.9	+5.0
531	Department stores	7,628	7,731	10,353	10,239	11,518	10,569	10,127	11,573	10,987	9,738	10,740	13,333	20,031	+5.3	+14.3	+5.8
533	Variety stores	461	444	670	590	631	540	479	538	632	573	582	660	1,167	-14.9	+12.3	-4.8
539	Misc. general mdse. stores	619	736	840	861	1,009	855	809	891	934	829	917	1,394	2,020	-4.6	+10.1	+1.6
54	Food stores	13,401	12,073	13,419	12,835	14,165	13,063	13,947	13,925	13,570	12,408	12,979	13,516	14,177	+2.6	-.2	+3.7
541	Grocery stores	13,235	11,904	13,225	12,677	13,992	12,897	13,781	13,757	13,413	12,260	12,822	13,340	13,880	+2.6	-.2	+3.6
56	Apparel and accessory stores	1,743	1,726	2,561	2,318	2,533	2,340	2,244	2,848	2,607	2,212	2,351	2,849	4,234	+9.2	+26.9	+11.2
562,3,8	Women's clothing, spec., furs	785	788	1,126	1,027	1,107	1,043	1,062	1,205	1,092	981	1,049	1,260	1,840	+10.3	+13.5	+12.1
562	Women's ready-to-wear	768	769	1,100	1,004	1,084	1,022	1,042	1,181	1,065	958	1,023	1,233	1,798	+10.9	+13.3	+12.5
565	Family clothing stores	453	438	665	613	678	613	575	785	766	592	635	823	1,274	+2.5	+36.5	+8.6
566	Shoe stores	356	352	550	476	519	467	428	601	519	438	457	495	661	+15.8	+40.4	+11.7
5812	Eating places	2,268	2,125	2,485	2,459	2,588	2,564	2,728	2,758	2,586	2,386	2,436	2,379	2,405	+6.7	+1.1	+6.3
591	Drug and proprietary stores	2,083	1,939	2,213	2,079	2,251	2,185	2,186	2,218	2,195	2,016	2,122	2,147	3,174	+1.0	+1.5	+3.6
								See	note	1							
	Adjusted for seasonal variations, holiday, and trading-day differences																
	Retail trade, total	40,077	40,282	40,533	40,284	40,276	40,473	41,024	41,204	39,534	39,717	39,664	40,028	40,234	+4.2	+.4	+4.0
553	Auto and home supply stores	424	437	436	443	434	433	464	468	400	418	419	429	423	+17.0	+.9	+10.7
53	General mdse. group stores	12,454	12,724	12,962	12,963	12,886	12,889	13,014	13,177	12,466	12,447	12,394	12,558	12,500	+5.7	+1.3	+5.2
531	Department stores	10,851	11,060	11,266	11,301	11,270	11,316	11,482	11,666	10,846	10,808	10,827	10,974	10,940	+7.6	+1.6	+6.0
533	Variety stores	640	607	695	641	616	594	534	547	630	664	616	606	609	-13.2	+2.4	-4.3
541	Grocery stores	13,156	13,125	13,225	13,096	13,175	13,269	13,484	13,330	12,738	13,043	12,925	13,015	13,181	+4.6	-1.1	+3.8
56	Apparel and accessory stores	2,435	2,497	2,543	2,544	2,542	2,578	2,597	2,633	2,379	2,373	2,403	2,448	2,423	+10.7	+1.4	+11.6
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,101	1,107	1,146	1,161	1,169	1,041	1,058	1,059	1,100	1,077	+12.3	+.7	+12.5
566	Shoe stores	452	477	482	507	503	508	518	538	465	451	461	452	459	+15.7	+3.9	+12.4
591	Drug and proprietary stores	2,207	2,169	2,220	2,224	2,238	2,260	2,268	2,294	2,238	2,198	2,227	2,164	2,189	+2.5	+1.1	+3.8

[p] Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business). Group totals include kinds of business not shown separately.

Table 5. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.	Oct.	Nov.	Dec
	Retail trade, total	38,271	38,733	38,776	39,086	39,132	39,014	39,240	39,534	39,717	39,664	40,028	40,234
553	Auto & home supply stores	400	396	402	402	404	399	393	400	418	419	429	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,275	12,166	12,281	12,466	12,447	12,394	12,558	12,500
531	Department stores	10,365	10,634	10,600	10,723	10,663	10,564	10,674	10,846	10,808	10,827	10,974	10,940
533	Variety stores	624	641	646	645	640	636	629	630	664	616	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,816	12,851	12,871	12,738	13,043	12,925	13,015	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,295	2,295	2,323	2,379	2,373	2,403	2,448	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	999	1,013	1,036	1,041	1,058	1,059	1,100	1,077
566	Shoe stores	428	434	432	440	450	450	447	465	451	461	452	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,144	2,147	2,189	2,238	2,198	2,227	2,164	2,189

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Figure 4.

Percent Change in Retail Sales: August 1986 From August 1985

(Based on data
NOT ADJUSTED for
seasonal Variations, holiday
or trading – day differences)

UNITED STATES +2.6

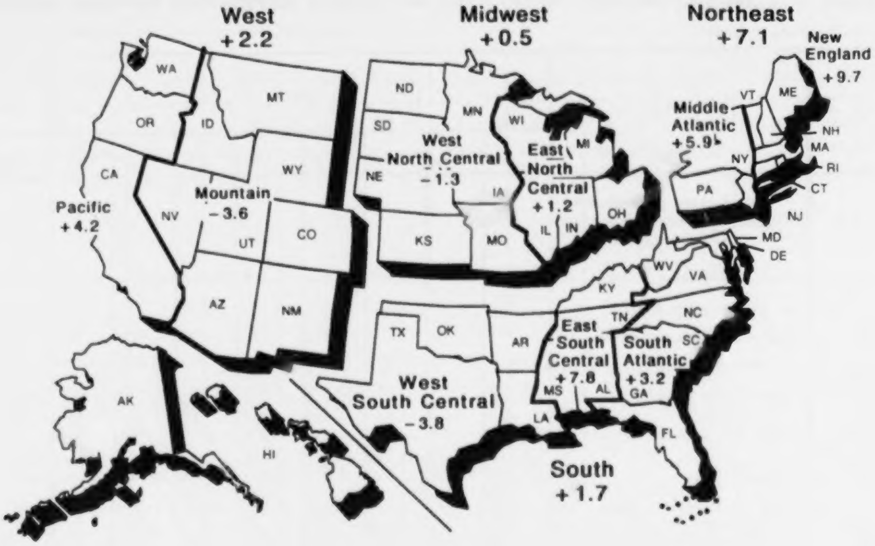
West
+2.2
Midwest
+0.5
Northeast
+7.1
New England
+9.7
WA
MT
OR
ID
CA
WY
Pacific
+4.2
NV
Mountain
-3.6
UT
CO
AZ
NM
AK
HI
ND
MN
SD
West
North Central
-1.3
NE
IA
KS
MO
WI
MI
East
North
Central
+1.2
IL
IN
OH
Middle
Atlantic
+5.9
VT
ME
NH
MA
RI
CT
NY
PA
NJ
MD
DE
WV
VA
KY
TN
NC
SC
TX
OK
AR
East
South
Central
+7.8
MS
AL
South
Atlantic
+3.2
GA
West
South Central
-3.8
LA
FL
South
+1.7

Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986								1985					Percent change		
														August 1986 from--		8 mos. 1986 from 8 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.[p]	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1985	July 1986	
Northeast																
Retail trade, total	**23,451**	**21,903**	**24,984**	**25,380**	**27,907**	**26,836**	**26,740**	**27,466**	**25,653**	**24,635**	**25,444**	**26,203**	**30,786**	**+7.1**	**+2.7**	**+8.5**
Durable goods, total	8,076	7,841	9,053	9,957	10,932	10,854	10,530	10,499	9,214	9,394	8,982	8,780	9,792	+13.9	-.3	+16.4
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,479	1,716	1,710	1,672	1,701	1,363	1,297	1,422	1,332	1,213	+24.8	+1.7	+27.9
Automotive dealers	4,771	4,768	5,563	6,078	6,541	6,544	6,264	6,167	5,492	5,839	5,102	4,656	4,456	+12.3	-1.5	+15.2
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,284	1,420	1,378	1,429	1,411	1,263	1,197	1,353	1,500	1,863	+11.7	-1.3	+16.2
Nondurable goods, total	15,375	14,062	15,931	15,423	16,975	15,982	16,210	16,967	16,439	15,241	16,462	17,423	20,994	+3.2	+4.7	+4.2
General mdse. group stores	1,761	1,857	2,442	2,458	2,901	2,578	2,384	2,785	2,658	2,440	2,740	3,435	5,125	+4.8	+16.8	+5.0
Department stores	1,487	1,552	2,084	2,107	2,509	2,219	2,013	2,393	2,260	2,068	2,354	2,969	4,395	+5.9	+18.9	+5.7
Food stores	5,392	4,844	5,378	5,139	5,679	5,397	5,733	5,653	5,438	4,995	5,266	5,350	5,588	+4.0	-1.4	+7.2
Grocery stores	5,049	4,500	4,965	4,749	5,263	4,997	5,322	5,238	5,037	4,632	4,878	4,969	5,137	+4.0	-1.6	+8.4
Gasoline service stations	1,650	1,449	1,466	1,331	1,428	1,429	1,411	1,382	1,749	1,596	1,669	1,619	1,720	-21.0	-2.1	-11.7
Apparel & accessory stores	1,163	1,081	1,505	1,466	1,701	1,456	1,353	1,679	1,529	1,407	1,575	1,778	2,461	+9.8	+24.1	+9.0
Eating & drinking places	2,276	2,098	2,373	2,494	2,711	2,682	2,852	2,974	2,753	2,513	2,595	2,452	2,459	+8.0	+4.3	+5.1
Drug & proprietary stores	785	751	848	842	898	888	896	918	788	754	802	792	1,026	+16.5	+2.5	+10.3
GAF, total[1]	4,919	4,871	6,048	6,006	6,963	6,361	6,029	6,840	6,317	5,842	6,511	7,803	11,443	+8.3	+13.5	+9.3
Midwest[2]																
Retail trade, total	**24,301**	**23,176**	**26,772**	**27,729**	**29,951**	**28,856**	**28,569**	**29,248**	**29,113**	**27,613**	**28,074**	**28,476**	**32,369**	**+.5**	**+2.4**	**+2.5**
Durable goods, total	8,665	8,620	10,041	11,174	12,018	11,887	11,402	11,377	11,169	10,930	10,134	9,633	10,510	+1.9	-.2	+4.5
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,636	1,816	1,819	1,794	1,820	1,592	1,520	1,647	1,457	1,300	+14.3	+1.4	+11.0
Automotive dealers	5,582	5,775	6,624	7,384	7,804	7,716	7,222	7,109	7,195	7,233	6,077	5,587	5,513	-1.2	-1.6	+2.2
Furniture, home furn, and equipment stores	1,225	1,075	1,263	1,247	1,299	1,311	1,379	1,386	1,288	1,224	1,372	1,463	1,855	+7.6	+.5	+14.6
Nondurable goods, total	15,636	14,556	16,731	16,555	17,933	16,969	17,167	17,871	17,944	16,683	17,940	18,843	21,859	-.4	+4.1	+1.3
General mdse. group stores	2,384	2,324	3,181	3,228	3,554	3,264	3,168	3,594	3,469	3,051	3,404	4,183	6,098	+3.6	+13.4	+4.1
Department stores	2,098	2,039	2,821	2,854	3,147	2,919	2,800	3,196	3,044	2,676	2,996	3,706	5,419	+5.0	+14.1	+5.8
Food stores	5,353	4,870	5,334	5,177	5,768	5,374	5,659	5,609	5,625	5,183	5,375	5,536	5,723	-.3	-.9	+1.9
Grocery stores	5,132	4,648	5,081	4,929	5,479	5,113	5,410	5,352	5,305	4,922	5,114	5,253	5,399	+.9	-1.1	+2.7
Gasoline service stations	2,211	1,913	1,894	1,845	1,986	2,066	2,003	1,977	2,502	2,392	2,527	2,402	2,446	-21.0	-1.3	-16.8
Apparel & accessory stores	1,018	897	1,294	1,216	1,316	1,174	1,154	1,378	1,343	1,160	1,303	1,516	2,108	+2.6	+19.4	+6.8
Eating & drinking places	2,220	2,254	2,608	2,716	2,804	2,774	2,862	2,922	2,639	2,510	2,587	2,443	2,270	+10.7	+2.1	+11.2
Drug & proprietary stores	992	931	993	949	1,042	1,010	1,024	1,028	994	930	986	967	1,306	+3.4	+.4	+4.8
GAF, total[1]	5,179	4,838	6,350	6,305	6,927	6,482	6,404	7,143	6,853	6,080	6,755	7,994	11,642	+4.2	+11.5	+6.4
South																
Retail trade, total	**35,370**	**33,284**	**38,538**	**38,749**	**41,775**	**39,475**	**40,014**	**41,044**	**40,360**	**37,610**	**38,052**	**38,711**	**46,050**	**+1.7**	**+2.6**	**+3.4**
Durable goods, total	13,649	12,834	14,645	15,595	16,831	16,076	16,262	16,270	16,018	15,397	14,627	13,911	15,815	+1.6	.0	+3.1
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,041	2,999	2,910	2,893	2,723	2,492	2,396	2,554	2,258	2,271	+9.3	-5.9	+15.3
Automotive dealers	8,405	7,901	8,690	9,326	10,283	9,661	9,785	9,857	10,095	9,853	8,705	7,957	8,051	-2.4	+.7	-1.5
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	2,037	2,093	2,190	2,203	2,005	1,863	1,950	2,101	2,651	+9.9	+.6	+9.9
Nondurable goods, total	21,721	20,450	23,893	23,154	24,944	23,399	23,752	24,774	24,342	22,213	23,425	24,800	30,235	+1.8	+4.3	+3.6
General mdse. group stores	3,192	3,300	4,485	4,332	4,786	4,306	4,159	4,702	4,569	4,004	4,367	5,477	8,512	+2.9	+13.1	+4.4
Department stores	2,604	2,676	3,655	3,537	3,930	3,586	3,504	3,954	3,722	3,234	3,551	4,404	6,794	+6.2	+12.8	+6.5
Food stores	8,138	7,476	8,353	8,017	8,710	8,233	8,652	8,660	8,511	7,866	8,096	8,322	8,626	+1.8	+.1	+3.6
Grocery stores	7,859	7,208	8,050	7,735	8,419	7,945	8,357	8,360	8,217	7,587	7,798	8,015	8,270	+1.7	.0	+3.9
Gasoline service stations	2,624	2,293	2,317	2,302	2,445	2,351	2,351	2,277	2,861	2,635	2,685	2,584	2,733	-20.4	-3.1	-9.8
Apparel & accessory stores	1,514	1,448	2,105	1,879	2,010	1,779	1,748	2,109	1,985	1,745	1,799	2,077	3,164	+6.2	+20.7	+7.6
Eating & drinking places	3,324	3,130	3,649	3,821	4,069	3,996	4,113	4,234	3,734	3,369	3,507	3,379	3,407	+13.4	+2.9	+7.9
Drug & proprietary stores	1,281	1,229	1,361	1,288	1,353	1,281	1,292	1,296	1,241	1,136	1,265	1,275	1,714	+4.4	+.3	+9.4
GAF, total[1]	7,512	7,370	9,543	9,079	9,952	9,230	9,148	10,194	9,595	8,568	9,171	10,930	16,771	+6.2	+11.4	+6.6
West																
Retail trade, total	**22,520**	**21,298**	**23,942**	**23,852**	**25,788**	**25,184**	**25,413**	**26,199**	**25,646**	**23,984**	**24,180**	**24,670**	**29,441**	**+2.2**	**+3.1**	**+3.5**
Durable goods, total	8,595	8,174	9,104	9,372	10,075	9,993	10,034	10,255	9,652	9,444	9,044	8,796	10,229	+6.2	+2.2	+4.9
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,546	1,598	1,689	1,674	1,628	1,452	1,328	1,327	1,189	1,209	+12.1	-2.7	+17.6
Automotive dealers	5,053	4,884	5,364	5,454	5,948	5,819	5,730	5,804	5,725	5,619	5,123	4,903	5,073	+1.4	+1.3	+1.3
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,246	1,338	1,307	1,362	1,457	1,260	1,225	1,308	1,342	1,733	+15.6	+7.0	+7.7
Nondurable goods, total	13,925	13,124	14,838	14,480	15,713	15,191	15,379	15,944	15,994	14,540	15,136	15,874	19,212	-.3	+3.7	+2.6
General mdse. group stores	2,046	2,069	2,553	2,480	2,776	2,607	2,534	2,840	2,817	2,532	2,706	3,327	4,985	+.8	+12.1	+3.5
Department stores	1,765	1,782	2,209	2,146	2,399	2,247	2,202	2,470	2,410	2,176	2,315	2,831	4,295	+2.5	+12.2	+3.5
Food stores	5,065	4,623	5,148	5,021	5,478	5,202	5,415	5,436	5,263	4,709	4,972	5,089	5,472	+3.3	+.4	+5.0
Grocery stores	4,709	4,274	4,757	4,636	5,074	4,823	5,034	5,050	4,914	4,374	4,618	4,727	4,959	+2.8	+.3	+4.1
Gasoline service stations	1,582	1,467	1,496	1,463	1,583	1,605	1,625	1,527	1,893	1,757	1,766	1,680	1,719	-19.3	-6.0	-9.5
Apparel & accessory stores	999	975	1,224	1,176	1,286	1,271	1,278	1,409	1,315	1,179	1,204	1,438	2,050	+7.1	+10.3	+8.9
Eating & drinking paces	2,518	2,344	2,679	2,632	2,793	2,798	2,821	2,987	2,853	2,595	2,618	2,480	2,592	+4.7	+5.9	+4.5
Drug & proprietary stores	770	708	795	786	825	815	818	825	843	775	810	798	1,140	-2.1	+.9	+1.5
GAF, total[1]	5,133	4,967	5,915	5,780	6,369	6,133	6,141	6,773	6,401	5,877	6,190	7,219	10,692	+5.8	+10.3	+5.2

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986								1985					Percent change		
														August 1986 from--		8 mos. 1986 from 8 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.[p]	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1985	July 1986	
New England	**7,150**	**6,664**	**7,480**	**7,630**	**8,359**	**8,110**	**8,214**	**8,479**	**7,729**	**7,461**	**7,777**	**7,811**	**9,108**	**+9.7**	**+3.2**	**+10.9**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,693	5,078	4,750	4,906	5,206	4,965	4,517	5,008	5,289	6,266	+4.9	+6.1	+5.7
Gen. mdse. group stores	513	539	702	717	839	749	707	822	775	695	767	971	1,471	+6.1	+16.3	+7.1
Department stores	407	411	555	571	673	599	563	664	619	549	622	782	1,179	+7.3	+17.9	+6.8
Food stores	1,534	1,360	1,494	1,470	1,630	1,519	1,671	1,680	1,644	1,441	1,557	1,536	1,562	+2.2	+.5	+5.5
GAF, total[1]	1,238	1,261	1,590	1,598	1,834	1,680	1,600	1,842	1,714	1,543	1,710	2,059	3,070	+7.5	+15.1	+10.3
Middle Atlantic	**16,301**	**15,239**	**17,504**	**17,750**	**19,548**	**18,726**	**18,526**	**18,987**	**17,924**	**17,174**	**17,667**	**18,392**	**21,678**	**+5.9**	**+2.5**	**+7.5**
Durable goods, total	5,706	5,513	6,370	7,020	7,651	7,494	7,222	7,226	6,450	6,450	6,213	6,258	6,950	+12.0	+.1	+14.7
Automotive dealers	3,311	3,257	3,846	4,212	4,475	4,404	4,204	4,152	3,785	3,916	3,463	3,236	3,089	+9.7	-1.2	+12.8
Nondurable goods, total	10,595	9,726	11,134	10,730	11,897	11,232	11,304	11,761	11,474	10,724	11,454	12,134	14,728	+2.5	+4.0	+3.6
Gen. mdse. group stores	1,248	1,318	1,740	1,741	2,062	1,829	1,677	1,963	1,883	1,745	1,973	2,464	3,654	+4.2	+17.1	+4.1
Department stores	1,080	1,141	1,529	1,536	1,836	1,620	1,450	1,729	1,641	1,519	1,732	2,187	3,216	+5.4	+19.2	+5.4
Food stores	3,858	3,484	3,884	3,669	4,049	3,878	4,062	3,973	3,794	3,554	3,709	3,814	4,026	+4.7	-2.2	+7.9
Gasoline service stations	1,103	956	981	884	951	958	951	927	1,218	1,092	1,118	1,077	1,152	-23.9	-2.5	-16.3
Apparel & accessory strs.	869	792	1,116	1,083	1,295	1,095	1,020	1,245	1,141	1,063	1,175	1,309	1,856	+9.1	+22.1	+8.0
Eating & drinking places	1,498	1,393	1,594	1,642	1,807	1,807	1,890	1,959	1,873	1,747	1,737	1,646	1,676	+4.6	+3.7	+2.1
Drug & proprietary stores	588	553	644	643	672	680	695	703	575	551	595	581	747	+22.3	+1.2	+16.3
GAF, total[1]	3,681	3,610	4,458	4,408	5,129	4,681	4,429	4,998	4,603	4,299	4,801	5,744	8,373	+8.6	+12.8	+9.0
East North Central	**16,969**	**16,300**	**18,923**	**19,572**	**21,180**	**20,548**	**20,210**	**20,652**	**20,400**	**19,370**	**19,545**	**19,931**	**22,888**	**+1.2**	**+2.2**	**+3.4**
Durable goods, total	5,975	6,021	7,021	7,827	8,466	8,459	7,965	7,873	7,649	7,568	6,937	6,632	7,441	+2.9	-1.2	+6.0
Automotive dealers	3,879	4,047	4,664	5,177	5,502	5,559	5,069	4,917	4,930	5,029	4,158	3,808	3,883	-.3	-3.0	+4.1
Furniture, home furn. strs.	843	764	912	913	945	960	1,005	1,006	946	881	968	1,068	1,326	+6.3	+.1	+13.5
Nondurable goods, total	10,994	10,279	11,902	11,745	12,714	12,089	12,245	12,779	12,751	11,802	12,608	13,299	15,447	+.2	+4.4	+1.8
Gen. mdse. group stores	1,661	1,616	2,236	2,273	2,474	2,291	2,231	2,532	2,415	2,136	2,405	2,961	4,313	+4.8	+13.5	+4.3
Department stores	1,480	1,443	2,008	2,033	2,220	2,068	1,982	2,258	2,145	1,900	2,146	2,672	3,878	+5.3	+13.9	+5.6
Food stores	3,647	3,325	3,668	3,542	3,976	3,690	3,945	3,896	3,912	3,542	3,642	3,757	3,893	-.4	-1.2	+1.8
Gasoline service stations	1,547	1,347	1,333	1,271	1,368	1,453	1,434	1,415	1,743	1,666	1,724	1,615	1,671	-18.8	-1.3	-15.7
Apparel & accessory strs.	758	661	963	907	994	886	850	1,028	1,003	867	957	1,141	1,576	+2.5	+20.9	+6.5
Eating & drinking places	1,574	1,640	1,889	1,960	2,065	2,046	2,063	2,137	1,922	1,823	1,853	1,777	1,600	+11.2	+3.6	+11.3
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,545	4,981	4,682	4,609	5,143	4,900	4,359	4,834	5,789	8,405	+5.0	+11.6	+6.7
West North Central	**7,332**	**6,876**	**7,849**	**8,157**	**8,771**	**8,308**	**8,359**	**8,596**	**8,713**	**8,243**	**8,529**	**8,545**	**9,481**	**-1.3**	**+2.8**	**+.5**
Durable goods, total	2,690	2,599	3,020	3,347	3,552	3,428	3,437	3,504	3,520	3,362	3,197	3,001	3,069	-.5	+1.9	+1.2
Automotive dealers	1,703	1,728	1,960	2,207	2,302	2,157	2,153	2,192	2,265	2,204	1,919	1,779	1,630	-3.2	+1.8	-1.9
Nondurable goods, total	4,642	4,277	4,829	4,810	5,219	4,880	4,922	5,092	5,193	4,881	5,332	5,544	6,412	-1.9	+3.5	.0
Gen. mdse. group stores	723	708	945	955	1,080	973	937	1,062	1,054	915	999	1,222	1,785	+.8	+13.3	+3.8
Department stores	618	596	813	821	927	851	818	938	899	776	850	1,034	1,541	+4.3	+14.7	+6.3
Food stores	1,706	1,545	1,666	1,635	1,792	1,684	1,714	1,713	1,713	1,641	1,733	1,779	1,830	.0	-.1	+2.2
Gasoline service stations	664	566	561	574	618	613	569	562	759	726	803	787	775	-26.0	-1.2	-19.2
Apparel & accessory strs.	260	236	331	309	322	288	304	350	340	293	346	375	532	+2.9	+15.1	+7.5
GAF, total[1]	1,510	1,403	1,793	1,760	1,946	1,800	1,795	2,000	1,953	1,721	1,921	2,205	3,237	+2.4	+11.4	+5.7
South Atlantic	**18,748**	**17,664**	**20,445**	**20,657**	**22,199**	**20,836**	**20,986**	**21,434**	**20,771**	**19,474**	**19,919**	**20,258**	**24,042**	**+3.2**	**+2.1**	**+5.7**
Durable goods, total	7,844	7,377	8,351	8,978	9,674	9,167	9,151	9,093	8,798	8,518	8,191	7,881	8,855	+3.4	-.6	+6.7
Automotive dealers	4,825	4,576	4,967	5,423	5,966	5,537	5,517	5,488	5,618	5,527	4,963	4,582	4,507	-2.3	-.5	+1.0
Furniture, home furn. strs.	1,015	958	1,081	1,036	1,126	1,164	1,213	1,220	1,064	987	1,058	1,183	1,461	+14.7	+.6	+13.8
Nondurable goods, total	10,904	10,287	12,094	11,679	12,525	11,669	11,835	12,341	11,973	10,956	11,728	12,377	15,187	+3.1	+4.3	+5.1
Gen. mdse. group stores	1,564	1,642	2,214	2,170	2,374	2,124	2,023	2,301	2,232	1,958	2,149	2,749	4,327	+3.1	+13.7	+5.0
Department stores	1,250	1,303	1,775	1,739	1,912	1,749	1,675	1,899	1,789	1,577	1,735	2,170	3,393	+6.1	+13.4	+6.9
Food stores	4,024	3,635	4,113	3,937	4,294	4,048	4,296	4,282	4,137	3,812	4,009	4,116	4,250	+3.5	-.3	+4.3
Gasoline service stations	1,431	1,263	1,269	1,257	1,294	1,216	1,242	1,216	1,495	1,387	1,431	1,356	1,445	-18.7	-2.1	-6.4
Apparel & accessory strs.	717	687	1,054	946	1,011	908	861	1,060	914	805	872	994	1,513	+16.0	+23.1	+13.7
GAF, total[1]	3,805	3,786	4,900	4,678	5,096	4,764	4,669	5,222	4,728	4,223	4,631	5,578	8,551	+10.4	+11.8	+9.7
East South Central	**5,536**	**5,162**	**6,076**	**6,174**	**6,774**	**6,525**	**6,811**	**7,135**	**6,619**	**6,184**	**6,370**	**6,338**	**7,364**	**+7.8**	**+4.8**	**+6.2**
Durable goods, total	1,917	1,853	2,200	2,352	2,634	2,549	2,686	2,801	2,470	2,378	2,312	2,100	2,288	+13.4	+4.3	+11.7
Nondurable goods, total	3,619	3,309	3,876	3,822	4,140	3,976	4,125	4,334	4,149	3,806	4,058	4,238	5,076	+4.5	+5.1	+3.1
Gen. mdse. group stores	544	556	796	785	852	772	746	839	807	710	787	1,006	1,506	+4.0	+12.5	+8.2
Department stores	422	424	613	606	661	605	598	672	617	536	595	772	1,134	+8.9	+12.4	+9.5
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,460	1,577	1,444	1,460	1,623	1,555	1,376	1,491	1,791	2,681	+4.4	+11.2	+10.1
West South Central	**11,086**	**10,458**	**12,017**	**11,918**	**12,802**	**12,114**	**12,217**	**12,475**	**12,970**	**11,952**	**11,763**	**12,115**	**14,644**	**-3.8**	**+2.1**	**-1.7**
Durable goods, total	3,888	3,604	4,094	4,265	4,523	4,360	4,425	4,376	4,750	4,501	4,124	3,930	4,672	-7.9	-1.1	-7.3
Automotive dealers	2,308	2,086	2,249	2,364	2,518	2,423	2,501	2,492	2,884	2,784	2,337	2,143	2,283	-13.6	-.4	-13.6
Nondurable goods, total	7,198	6,854	7,923	7,653	8,279	7,754	7,792	8,099	8,220	7,451	7,639	8,185	9,972	-1.5	+3.9	+1.6
Gen. mdse. group stores	1,084	1,102	1,475	1,377	1,560	1,410	1,390	1,562	1,530	1,336	1,431	1,722	2,679	+2.1	+12.4	+1.8
Department stores	932	949	1,267	1,192	1,357	1,232	1,231	1,383	1,316	1,121	1,221	1,462	2,267	+5.1	+12.3	+4.7
Food stores	2,783	2,664	2,899	2,756	2,955	2,759	2,834	2,827	2,956	2,728	2,747	2,871	2,981	-4.4	-.2	+1.9
Apparel & accessory strs.	601	566	748	656	702	614	625	747	774	692	666	776	1,194	-3.5	+19.5	+.2
GAF, total[1]	2,596	2,496	3,146	2,941	3,279	3,022	3,019	3,349	3,312	2,969	3,049	3,561	5,539	+1.1	+10.9	+.7
Mountain	**5,719**	**5,353**	**5,908**	**5,818**	**6,301**	**6,034**	**6,130**	**6,346**	**6,585**	**5,914**	**6,172**	**6,284**	**7,383**	**-3.6**	**+3.5**	**+.5**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,628	3,910	3,704	3,852	3,987	4,264	3,680	3,904	4,098	4,841	-6.5	+3.5	-.9
Gen. mdse. group stores	492	499	635	600	679	628	610	691	710	620	668	842	1,249	-2.7	+13.3	+2.0
Department stores	403	401	523	502	571	520	510	577	554	492	535	648	998	+4.2	+13.1	+6.1
Food stores	1,386	1,269	1,411	1,342	1,440	1,335	1,414	1,417	1,487	1,245	1,365	1,405	1,462	-4.7	+.2	-.5
GAF, total[1]	1,208	1,164	1,439	1,343	1,460	1,362	1,381	1,605	1,501	1,370	1,465	1,693	2,617	+6.9	+16.2	+3.2
Pacific	**16,801**	**15,945**	**18,034**	**18,034**	**19,487**	**19,150**	**19,283**	**19,853**	**19,061**	**18,070**	**18,008**	**18,386**	**22,058**	**+4.2**	**+3.0**	**+4.5**
Durable goods, total	6,445	6,201	7,007	7,182	7,684	7,663	7,756	7,896	7,331	7,210	6,776	6,610	7,687	+7.7	+1.8	+5.6
Automotive dealers	3,819	3,727	4,217	4,242	4,572	4,500	4,478	4,569	4,373	4,339	3,862	3,707	3,910	+4.5	+2.0	+1.6
Furniture, home furn. strs.	972	872	962	962	1,037	1,013	1,051	1,096	990	953	1,010	1,044	1,329	+10.7	+4.3	+9.3
Nondurable goods, total	10,356	9,744	11,027	10,852	11,803	11,487	11,527	11,957	11,730	10,860	11,232	11,776	14,371	+1.9	+3.7	+3.8
Gen. mdse. group stores	1,554	1,570	1,918	1,880	2,097	1,979	1,924	2,149	2,107	1,912	2,038	2,485	3,736	+2.0	+11.7	+3.9
Depatment stores	1,362	1,381	1,686	1,644	1,828	1,727	1,692	1,893	1,856	1,684	1,780	2,183	3,297	+2.0	+11.9	+2.7
Food stores	3,679	3,354	3,737	3,679	4,038	3,867	4,001	4,019	3,776	3,464	3,607	3,684	4,010	+6.4	+.4	+7.2
Gasoline service stations	1,071	1,021	1,067	1,062	1,148	1,159	1,121	1,085	1,282	1,195	1,188	1,129	1,173	-15.4	-3.2	-7.2
Apparel & accessory strs.	784	768	940	917	1,027	1,041	1,027	1,106	1,044	946	949	1,159	1,594	+5.9	+7.7	+8.3
Eating & drinking places	1,950	1,774	2,037	2,003	2,119	2,116	2,127	2,259	2,127	2,001	2,035	1,916	2,011	+6.2	+6.2	+4.2
Drug & proprietary stores	632	575	643	632	652	646	645	650	651	614	645	638	933	-.2	+.8	+5.7
GAF, total[1]	3,925	3,803	4,476	4,437	4,909	4,771	4,760	5,168	4,900	4,507	4,725	5,526	8,075	+5.5	+8.6	+5.8

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[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error. [1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986								1985					Percent change		
														August 1986 from--		8 mos. 1986 from 8 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.^{p}	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1985	July 1986	
California, total	**13,260**	**12,539**	**14,131**	**14,082**	**15,118**	**14,828**	**14,878**	**15,299**	**14,784**	**13,980**	**14,015**	**14,445**	**17,359**	**+3.5**	**+2.8**	**+4.4**
Durable goods, total	5,288	5,042	5,708	5,823	6,193	6,199	6,248	6,371	5,860	5,707	5,412	5,345	6,350	+8.7	+2.0	+6.8
Nondurable goods, total	7,972	7,497	8,423	8,259	8,925	8,629	8,630	8,928	8,924	8,273	8,603	9,100	11,009	.0	+3.5	+2.8
Department stores	1,070	1,092	1,316	1,288	1,438	1,365	1,310	1,461	1,435	1,314	1,392	1,742	2,626	+1.8	+11.5	+2.2
GAF, total[1]	2,973	2,917	3,422	3,369	3,741	3,631	3,575	3,865	3,699	3,426	3,576	4,239	6,244	+4.5	+8.1	+4.9
Florida, total	**6,118**	**5,886**	**6,518**	**6,317**	**6,647**	**6,273**	**6,290**	**6,394**	**5,913**	**5,635**	**5,907**	**6,148**	**7,359**	**+8.1**	**+1.7**	**+9.2**
Durable goods, total	2,825	2,696	2,810	2,848	3,053	2,920	2,902	2,870	2,569	2,607	2,643	2,652	3,036	+11.7	-1.1	+13.3
Nondurable goods, total	3,293	3,190	3,708	3,469	3,594	3,353	3,388	3,524	3,344	3,028	3,264	3,496	4,323	+5.4	+4.0	+5.9
Department stores	449	474	606	563	601	553	543	595	576	487	551	665	1,068	+3.3	+9.6	+5.4
GAF, total[1]	1,441	1,413	1,730	1,584	1,620	1,559	1,552	1,695	1,482	1,324	1,492	1,751	2,705	+14.4	+9.2	+11.9
Illinois, total	**4,561**	**4,355**	**5,132**	**5,288**	**5,720**	**5,524**	**5,528**	**5,646**	**5,490**	**5,191**	**5,333**	**5,425**	**6,315**	**+2.8**	**+2.1**	**+2.8**
Nondurable goods, total	2,965	2,776	3,289	3,238	3,508	3,291	3,359	3,475	3,472	3,269	3,558	3,720	4,363	+.1	+3.5	+1.4
Department stores	387	376	521	527	580	546	512	577	563	498	561	687	1,027	+2.5	+12.7	+4.1
GAF, total[1]	1,038	985	1,299	1,291	1,445	1,329	1,292	1,421	1,361	1,231	1,341	1,600	2,334	+4.4	+10.0	+6.4
Indiana, total	**2,256**	**2,239**	**2,447**	**2,515**	**2,734**	**2,652**	**2,594**	**2,723**	**2,745**	**2,535**	**2,509**	**2,567**	**2,884**	**-.8**	**+5.0**	**.0**
Nondurable goods, total	1,538	1,441	1,661	1,624	1,779	1,670	1,687	1,771	1,791	1,610	1,700	1,777	2,066	-1.1	+5.0	+.1
Department stores	174	171	247	243	269	249	241	276	261	220	255	328	489	+5.7	+14.5	+6.8
GAF, total[1]	419	386	540	521	555	534	521	602	560	496	562	670	997	+7.5	+15.5	+7.6
Louisiana, total	**1,616**	**1,527**	**1,700**	**1,674**	**1,851**	**1,738**	**1,735**	**1,789**	**1,837**	**1,708**	**1,667**	**1,860**	**2,134**	**-2.6**	**+3.1**	**-1.9**
Nondurable goods, total	1,116	1,045	1,181	1,098	1,225	1,141	1,148	1,199	1,249	1,134	1,164	1,291	1,522	-4.0	+4.4	-.4
Department stores	133	136	189	166	195	183	178	199	188	157	175	219	328	+5.9	+11.8	+3.8
GAF, total[1]	354	344	464	429	476	428	423	462	466	412	436	549	806	-.9	+9.2	+1.6
Maryland, total	**2,077**	**1,979**	**2,414**	**2,419**	**2,671**	**2,505**	**2,550**	**2,694**	**2,427**	**2,292**	**2,317**	**2,367**	**2,812**	**+11.0**	**+5.6**	**+8.7**
Nondurable goods, total	1,228	1,142	1,373	1,340	1,469	1,343	1,346	1,415	1,440	1,334	1,376	1,468	1,758	-1.7	+5.1	+1.0
Department stores	149	156	211	215	252	222	203	236	218	210	229	289	440	+8.3	+16.3	+5.9
GAF, total[1]	436	442	619	593	688	624	606	682	566	520	580	682	1,065	+20.5	+12.5	+17.3
Massachusetts, total	**3,336**	**3,105**	**3,594**	**3,666**	**4,013**	**3,894**	**3,828**	**3,933**	**3,642**	**3,594**	**3,728**	**3,702**	**4,249**	**+8.0**	**+2.7**	**+9.7**
Nondurable goods, total	2,082	1,901	2,140	2,118	2,310	2,131	2,192	2,321	2,246	2,037	2,272	2,395	2,734	+3.3	+5.9	+5.7
Department stores	193	198	264	268	317	281	261	306	290	261	296	368	552	+5.5	+17.2	+6.3
GAF, total[1]	590	598	773	759	870	797	731	845	805	728	822	988	1,450	+5.0	+15.6	+10.3
Michigan, total	**3,912**	**3,788**	**4,384**	**4,514**	**5,039**	**4,802**	**4,655**	**4,700**	**4,597**	**4,337**	**4,417**	**4,556**	**5,317**	**+2.2**	**+1.0**	**+7.5**
Durable goods, total	1,346	1,399	1,632	1,818	2,099	1,950	1,807	1,763	1,787	1,737	1,654	1,603	1,822	-1.3	-2.4	+7.6
Nondurable goods, total	2,566	2,389	2,752	2,696	2,940	2,852	2,848	2,937	2,810	2,600	2,763	2,953	3,495	+4.5	+3.1	+7.5
Department stores	403	381	504	513	571	539	514	570	527	485	538	652	889	+8.2	+10.9	+7.7
GAF, total[1]	971	896	1,163	1,164	1,312	1,223	1,208	1,324	1,269	1,109	1,246	1,477	2,045	+4.3	+9.6	+9.6
Minnesota, total	**2,002**	**1,905**	**2,110**	**2,248**	**2,405**	**2,324**	**2,297**	**2,332**	**2,348**	**2,289**	**2,370**	**2,328**	**2,518**	**-.7**	**+1.5**	**+.2**
Nondurable goods, total	1,177	1,122	1,239	1,256	1,408	1,334	1,327	1,363	1,336	1,253	1,370	1,421	1,626	+2.0	+2.7	+1.6
Department stores	161	157	211	210	234	220	205	240	235	208	237	266	391	+2.1	+17.1	+4.3
GAF, total[1]	385	354	451	460	490	469	463	518	484	439	484	556	795	+7.0	+11.9	+11.3
Missouri, total	**2,287**	**2,204**	**2,590**	**2,578**	**2,784**	**2,561**	**2,602**	**2,719**	**2,738**	**2,584**	**2,594**	**2,649**	**2,933**	**-.7**	**+4.5**	**+2.0**
Nondurable goods, total	1,488	1,360	1,575	1,534	1,640	1,518	1,545	1,619	1,603	1,513	1,650	1,728	2,020	+1.0	+4.8	+2.9
Department stores	203	199	268	274	305	279	267	303	293	252	273	348	512	+3.4	+13.5	+6.7
GAF, total[1]	454	431	569	551	605	560	546	615	592	530	563	687	1,021	+3.9	+12.6	+4.6
New Jersey, total	**3,868**	**3,499**	**4,052**	**4,202**	**4,672**	**4,438**	**4,406**	**4,513**	**4,146**	**4,019**	**4,104**	**4,238**	**5,128**	**+8.9**	**+2.4**	**+9.4**
Nondurable goods, total	2,393	2,118	2,486	2,411	2,662	2,552	2,600	2,735	2,613	2,450	2,586	2,729	3,347	+4.7	+5.2	+1.5
Department stores	227	258	334	340	415	363	318	392	359	334	373	476	737	+9.2	+23.3	+8.9
GAF, total[1]	900	884	1,083	1,064	1,236	1,114	1,052	1,188	1,099	1,022	1,143	1,387	2,034	+8.1	+12.9	+8.6
New York, total	**7,611**	**7,066**	**8,008**	**8,138**	**8,885**	**8,515**	**8,434**	**8,595**	**8,190**	**7,860**	**8,183**	**8,425**	**9,931**	**+4.9**	**+1.9**	**+7.0**
Durable goods, total	2,629	2,491	2,854	3,148	3,337	3,284	3,168	3,164	2,909	2,903	2,842	2,861	3,165	+8.8	-.1	+12.4
Nondurable goods, total	4,982	4,575	5,154	4,990	5,548	5,231	5,266	5,431	5,281	4,957	5,341	5,564	6,766	+2.8	+3.1	+4.2
Department stores	482	503	658	659	807	714	626	745	709	664	763	926	1,374	+5.1	+19.0	+4.7
GAF, total[1]	1,805	1,735	2,102	2,110	2,496	2,278	2,131	2,394	2,173	2,068	2,298	2,676	3,951	+10.2	+12.3	+11.5
North Carolina, total	**2,635**	**2,409**	**2,724**	**2,858**	**3,209**	**3,087**	**3,092**	**3,173**	**3,140**	**2,830**	**2,843**	**2,895**	**3,483**	**+1.1**	**+2.6**	**+3.8**
Nondurable goods, total	1,544	1,456	1,669	1,611	1,846	1,706	1,706	1,764	1,730	1,566	1,696	1,830	2,262	+2.0	+3.4	+7.2
Department stores	134	131	190	195	214	198	198	222	202	178	188	239	385	+9.9	+12.1	+7.9
GAF, total[1]	497	477	627	623	712	652	647	718	675	591	629	777	1,211	+6.4	+11.0	+4.8
Ohio, total	**4,506**	**4,284**	**5,029**	**5,243**	**5,484**	**5,367**	**5,327**	**5,412**	**5,367**	**5,160**	**5,128**	**5,164**	**5,879**	**+.8**	**+1.6**	**+3.3**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,917	3,078	2,910	2,994	3,162	3,221	2,966	3,136	3,283	3,843	-1.8	+5.6	-2.0
Department stores	366	367	530	541	575	528	510	591	573	504	566	713	1,063	+3.1	+15.9	+4.1
GAF, total[1]	861	820	1,105	1,105	1,173	1,121	1,118	1,262	1,186	1,061	1,171	1,422	2,144	+6.4	+12.9	+5.5
Pennsylvania, total	**4,822**	**4,674**	**5,444**	**5,410**	**5,991**	**5,773**	**5,686**	**5,879**	**5,588**	**5,295**	**5,380**	**5,729**	**6,619**	**+5.2**	**+3.4**	**+6.9**
Durable goods, total	1,602	1,641	1,950	2,081	2,304	2,324	2,248	2,284	2,008	1,978	1,853	1,888	2,004	+13.7	+1.6	+11.5
Nondurable goods, total	3,220	3,033	3,494	3,329	3,687	3,449	3,438	3,595	3,580	3,317	3,527	3,841	4,615	+.4	+4.6	+4.2
Department stores	371	380	537	537	614	543	506	592	573	521	596	785	1,105	+3.3	+17.0	+4.0
GAF, total[1]	976	991	1,273	1,234	1,397	1,289	1,246	1,416	1,331	1,209	1,360	1,681	2,388	+6.4	+13.6	+5.2
Tennessee, total	**2,030**	**1,894**	**2,330**	**2,388**	**2,553**	**2,417**	**2,508**	**2,532**	**2,362**	**2,253**	**2,317**	**2,297**	**2,800**	**+7.2**	**+1.0**	**+10.3**
Nondurable goods, total	1,273	1,159	1,402	1,406	1,465	1,405	1,433	1,491	1,469	1,358	1,447	1,524	1,861	+1.5	+4.0	+3.4
Department stores	153	153	222	217	237	217	214	240	225	195	217	284	420	+6.7	+12.1	+8.1
GAF, total[1]	430	411	573	554	600	533	546	603	580	513	575	709	1,075	+4.0	+10.4	+11.2
Texas, total	**7,400**	**7,038**	**8,135**	**8,109**	**8,619**	**8,195**	**8,298**	**8,454**	**8,777**	**8,097**	**7,919**	**8,081**	**9,882**	**-3.7**	**+1.9**	**-1.8**
Durable goods, total	2,644	2,468	2,836	2,973	3,144	3,034	3,129	3,079	3,337	3,145	2,877	2,698	3,236	-7.7	-1.6	-7.4
Nondurable goods, total	4,756	4,570	5,299	5,136	5,475	5,161	5,169	5,375	5,440	4,952	5,042	5,383	6,646	-1.2	+4.0	+1.8
Department stores	611	629	825	775	879	791	801	902	862	744	806	950	1,498	+4.6	+12.6	+4.3
GAF, total[1]	1,768	1,712	2,099	1,980	2,200	2,032	2,039	2,279	2,234	2,033	2,053	2,356	3,723	+2.0	+11.8	+.2
Virginia, total	**2,550**	**2,354**	**2,882**	**2,927**	**3,082**	**2,911**	**2,901**	**2,998**	**2,968**	**2,756**	**2,804**	**2,810**	**3,310**	**+1.0**	**+3.3**	**+3.1**
Nondurable goods, total	1,625	1,545	1,867	1,813	1,955	1,841	1,845	1,908	1,851	1,645	1,769	1,839	2,280	+3.1	+3.4	+2.4
Department stores	157	161	227	224	255	230	220	248	235	214	233	304	460	+5.5	+12.7	+7.8
GAF, total[1]	478	464	615	618	679	612	605	684	629	580	636	788	1,119	+8.7	+13.1	+8.1
Wisconsin, total	**1,734**	**1,634**	**1,931**	**2,012**	**2,203**	**2,203**	**2,106**	**2,171**	**2,201**	**2,147**	**2,158**	**2,219**	**2,493**	**-1.4**	**+3.1**	**+.8**
Durable goods, total	570	497	655	742	794	837	749	737	744	790	707	653	813	-.9	-1.6	-2.5
Nondurable goods, total	1,164	1,137	1,276	1,270	1,409	1,366	1,357	1,434	1,457	1,357	1,451	1,566	1,680	-1.6	+5.7	+2.7
Department stores	150	148	206	209	225	206	205	244	221	193	226	292	410	+10.4	+19.0	+6.5
GAF, total[1]	380	348	450	464	496	475	470	534	524	462	514	620	885	+1.9	+13.6	+2.5

^{p}Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986								1985					Percent change		
														August 1986 from--		8 mos. 1986 from 8 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.^{p}	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1985	July 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	**3,392**	**3,295**	**3,777**	**3,853**	**4,115**	**3,940**	**4,060**	**4,131**	**4,005**	**3,788**	**3,932**	**4,003**	**4,608**	**+3.1**	**+1.7**	**+5.7**
Nondurable goods, total	2,176	2,073	2,395	2,331	2,486	2,322	2,403	2,478	2,502	2,345	2,586	2,718	3,177	-1.0	+3.1	+3.8
Department stores	267	262	362	361	400	377	356	400	399	357	404	479	732	+.3	+12.4	+1.6
GAF, total[2]	756	721	944	925	1,027	962	923	1,017	996	925	1,003	1,183	1,730	+2.1	+10.2	+6.9
New York, N.Y.-Northeastern N.J.- Southwestern Ct., total	**7,755**	**7,272**	**8,285**	**8,295**	**9,143**	**8,729**	**8,477**	**8,627**	**7,975**	**7,866**	**8,196**	**8,517**	**10,244**	**+8.2**	**+1.8**	**+8.6**
Nondurable goods, total	5,107	4,697	5,321	5,086	5,585	5,339	5,233	5,411	5,136	4,932	5,325	5,617	6,908	+5.4	+3.4	+4.6
Department stores	472	524	661	656	816	713	593	727	688	660	759	918	1,409	+5.7	+22.6	+5.6
GAF, total[2]	1,919	1,910	2,297	2,311	2,671	2,456	2,265	2,535	2,268	2,195	2,445	2,859	4,177	+11.8	+11.9	+9.3
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., total	**1,352**	**1,325**	**1,461**	**1,435**	**1,594**	**1,537**	**1,532**	**1,569**	**1,560**	**1,459**	**1,413**	**1,507**	**1,816**	**+.6**	**+2.4**	**+2.2**
Nondurable goods, total	771	742	831	815	890	857	854	885	871	804	846	911	1,119	+1.6	+3.6	+4.1
Department stores	108	111	129	130	143	138	130	140	137	132	140	179	276	+2.2	+7.7	+.7
GAF, Total[2]	319	318	370	357	393	394	380	401	407	382	376	462	692	-1.5	+5.5	+.7
Atlanta, Ga., total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	111	120	167	163	179	166	152	181	175	154	165	207	319	+3.4	+19.1	+6.4
GAF, total[2]	247	266	354	341	393	363	331	381	360	331	354	438	650	+5.8	+15.1	+6.9
Baltimore, Md., total	**958**	**913**	**1,081**	**1,099**	**1,239**	**1,133**	**1,155**	**1,238**	**1,150**	**1,043**	**1,094**	**1,155**	**1,316**	**+7.7**	**+7.2**	**+5.7**
Nondurable goods, total	652	609	686	687	754	689	691	735	744	679	739	791	913	-1.2	+6.4	+1.6
Department stores	67	70	97	97	115	104	88	107	98	95	105	136	207	+9.2	+21.6	+5.7
GAF, total[2]	200	197	258	257	286	265	249	289	264	244	269	323	502	+9.5	+16.1	+6.9
Boston, Mass[3]., total	**2,188**	**2,004**	**2,282**	**2,392**	**2,563**	**2,451**	**2,404**	**2,510**	**2,356**	**2,291**	**2,435**	**2,416**	**2,767**	**+6.5**	**+4.4**	**+6.8**
Nondurable goods, total	1,351	1,217	1,351	1,370	1,468	1,335	1,354	1,469	1,415	1,292	1,479	1,536	1,748	+3.8	+8.5	+4.2
Department stores	121	127	166	167	199	174	158	190	178	165	187	229	349	+6.7	+20.3	+6.4
GAF, total[2]	399	386	502	510	573	530	486	568	556	511	571	674	980	+2.2	+16.9	+5.9
Chicago, Ill., total	**3,123**	**3,052**	**3,500**	**3,557**	**3,830**	**3,669**	**3,777**	**3,832**	**3,695**	**3,504**	**3,629**	**3,715**	**4,295**	**+3.7**	**+1.5**	**+6.6**
Nondurable goods, total	1,968	1,884	2,188	2,120	2,268	2,119	2,196	2,261	2,271	2,140	2,364	2,491	2,926	-.4	+3.0	+4.1
Department stores	249	244	336	333	370	349	329	370	369	333	376	443	678	+.3	+12.5	+1.3
GAF, total[2]	719	690	898	879	982	917	881	967	939	877	947	1,121	1,636	+3.0	+9.8	+7.5
Cleveland, Ohio, total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	495	453	521	534	564	514	528	548	561	527	560	581	710	-2.3	+3.8	-.7
Department stores	68	68	95	104	108	99	95	109	104	99	108	131	200	+4.8	+14.7	+1.2
GAF, total[2]	171	164	215	225	239	221	213	241	241	221	239	290	438	.0	+13.1	+3.3
Dallas-Fort Worth, Tex., total	**1,824**	**1,756**	**2,042**	**2,081**	**2,262**	**2,177**	**2,256**	**2,310**	**2,331**	**2,115**	**2,138**	**2,187**	**2,506**	**-.9**	**+2.4**	**-2.0**
Nondurable goods, total	1,148	1,087	1,281	1,279	1,378	1,318	1,297	1,349	1,433	1,316	1,316	1,443	1,649	-5.9	+4.0	-.9
Department stores	168	169	224	212	242	216	210	239	226	210	228	275	430	+5.8	+13.8	+5.1
GAF, total[2]	450	453	578	553	629	575	566	642	614	618	592	665	988	+4.6	+13.4	+3.9
Detroit, Mich., total	**1,943**	**1,932**	**2,202**	**2,256**	**2,505**	**2,392**	**2,272**	**2,300**	**2,160**	**2,048**	**2,118**	**2,224**	**2,682**	**+6.5**	**+1.2**	**+8.7**
Nondurable goods, total	1,248	1,248	1,430	1,358	1,475	1,422	1,412	1,477	1,352	1,257	1,328	1,438	1,736	+9.2	+4.6	+10.0
Department stores	178	173	232	237	262	248	228	258	239	219	249	306	432	+7.9	+13.2	+8.7
GAF, total[2]	495	462	601	594	673	638	601	672	625	552	623	761	1,084	+7.5	+11.8	+10.9
Houston, Tex., total	**1,495**	**1,416**	**1,607**	**1,539**	**1,665**	**1,598**	**1,585**	**1,642**	**1,725**	**1,601**	**1,562**	**1,651**	**2,051**	**-4.8**	**+3.6**	**-1.9**
Nondurable goods, total	958	919	1,052	997	1,100	1,001	1,003	1,069	1,074	959	1,004	1,076	1,374	-.5	+6.6	+2.2
Department stores	134	142	180	168	191	171	174	196	195	163	177	206	344	+.5	+12.6	-.8
GAF, total[2]	368	369	451	420	474	429	435	493	488	425	447	526	835	+1.0	+13.3	-.9
Kansas City, Mo.-Kans., total	**630**	**604**	**711**	**711**	**794**	**710**	**707**	**750**	**825**	**773**	**718**	**757**	**857**	**-9.1**	**+6.1**	**-6.3**
Nondurable goods, total	340	321	372	348	391	350	339	351	412	387	385	429	528	-14.8	+3.5	-10.4
Department stores	65	63	83	87	100	89	86	95	97	82	86	112	169	-2.1	+10.5	+3.2
GAF, total[2]	166	156	199	195	224	204	199	225	225	195	217	255	395	.0	+13.1	+4.7
Los Angeles-Long Beach, Calif., total	**3,810**	**3,634**	**4,045**	**4,120**	**4,346**	**4,326**	**4,296**	**4,388**	**4,196**	**4,020**	**4,018**	**4,201**	**5,066**	**+4.6**	**+2.1**	**+4.3**
Nondurable goods, total	2,444	2,293	2,580	2,525	2,701	2,671	2,637	2,694	2,674	2,534	2,621	2,764	3,340	+.7	+2.2	+2.3
Department stores	337	340	384	389	428	413	386	417	434	410	428	540	809	-3.9	+8.0	-2.9
GAF, total[2]	985	972	1,120	1,117	1,231	1,217	1,185	1,238	1,197	1,137	1,178	1,402	2,023	+3.4	+4.5	+3.4
Miami, Fla., total	**1,113**	**1,047**	**1,123**	**1,091**	**1,213**	**1,175**	**1,151**	**1,158**	**1,109**	**1,050**	**1,146**	**1,177**	**1,374**	**+4.4**	**+.6**	**+12.3**
Nondurable goods, total	550	537	610	570	615	584	586	619	593	574	612	609	730	+4.4	+5.6	+8.8
Department stores	72	77	95	89	102	95	90	103	109	87	97	107	173	-5.5	+14.4	-1.5
GAF, total[2]	270	267	317	307	333	319	321	336	336	282	315	347	516	.0	+4.7	+8.5
Milwaukee, Wis., total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	56	56	79	79	83	76	78	93	82	71	88	112	154	+13.4	+19.2	+5.8
GAF, total[2]	144	132	180	179	187	179	179	201	178	163	191	230	322	+12.9	+12.3	+7.9
Minneapolis-St. Paul, Minn.-Wis., total	**1,294**	**1,225**	**1,346**	**1,501**	**1,547**	**1,473**	**1,458**	**1,521**	**1,504**	**1,456**	**1,487**	**1,502**	**1,618**	**+1.1**	**+4.3**	**+1.3**
Nondurable goods, total	745	721	817	812	896	839	801	829	867	832	900	940	1,068	-4.4	+3.5	-2.5
Department stores	124	122	162	161	178	167	154	180	180	160	185	203	290	.0	+16.9	+2.6
GAF, total[2]	259	247	314	313	338	321	311	364	338	305	336	378	542	+7.7	+17.0	+8.1
Nassau-Suffolk, N.Y., total	**1,684**	**1,535**	**1,628**	**1,625**	**1,819**	**1,745**	**1,693**	**1,726**	**1,627**	**1,508**	**1,621**	**1,774**	**2,148**	**+6.1**	**+1.9**	**+6.3**
Nondurable goods, total	1,029	916	964	903	1,026	975	959	978	945	843	936	1,043	1,328	+3.5	+2.0	+5.3
Department stores	94	105	132	131	167	150	123	148	143	130	152	191	294	+3.5	+20.3	+5.0
GAF, total[2]	362	357	413	417	497	471	421	461	418	380	427	532	852	+10.3	+9.5	+8.6
New York, N.Y.,-N.J., total	**3,673**	**3,467**	**4,105**	**4,028**	**4,331**	**4,129**	**4,001**	**4,037**	**3,797**	**3,792**	**3,971**	**3,993**	**4,872**	**+6.3**	**+.9**	**+6.8**
Nondurable goods, total	2,548	2,386	2,747	2,634	2,840	2,699	2,620	2,712	2,596	2,559	2,754	2,827	3,446	+4.5	+3.5	+4.4
Department stores	239	257	320	310	387	334	269	332	322	321	375	429	653	+3.1	+23.4	+4.0
GAF, total[2]	1,005	994	1,206	1,207	1,368	1,262	1,153	1,302	1,170	1,176	1,310	1,443	2,068	+11.3	+12.9	+8.2

See footnotes at end of table.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area¹ and kind of business	1986								1985					Percent change		
														August 1986 from--		8 mos. 1986 from 8 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.ᵖ	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1985	July 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	**860**	**789**	**918**	**996**	**1,101**	**1,046**	**1,027**	**1,037**	**901**	**896**	**920**	**949**	**1,155**	**+15.1**	**+1.0**	**+13.3**
Nondurable goods, total	617	562	668	625	697	685	690	717	625	615	653	675	839	+14.7	+3.9	+7.5
Department stores	46	53	68	70	84	73	63	78	72	67	75	94	148	+8.3	+23.8	+8.1
GAF, total²	199	201	245	239	281	249	246	268	236	230	260	296	416	+13.6	+8.9	+8.4
Philadelphia, Pa.-N.J., total	**2,232**	**2,101**	**2,372**	**2,342**	**2,651**	**2,531**	**2,404**	**2,487**	**2,345**	**2,273**	**2,365**	**2,559**	**3,183**	**+6.1**	**+3.5**	**+13.6**
Nondurable goods, total	1,388	1,295	1,505	1,405	1,568	1,455	1,418	1,490	1,467	1,405	1,499	1,656	2,046	+1.6	+5.1	+6.1
Department stores	153	162	220	220	263	229	200	237	225	219	248	311	485	+5.3	+18.5	+5.6
GAF, total²	505	509	636	610	696	645	592	670	615	586	657	790	1,253	+8.9	+13.2	+9.2
Pittsburgh, Pa., total	**848**	**834**	**946**	**969**	**1,054**	**1,061**	**1,136**	**1,186**	**1,016**	**938**	**938**	**999**	**1,186**	**+16.7**	**+4.4**	**+5.1**
Nondurable goods, total	562	545	612	610	687	619	637	683	660	581	622	691	834	+3.5	+7.2	+4.1
Department stores	85	86	124	124	137	117	109	134	136	121	137	188	256	-1.5	+22.9	-.4
GAF, total²	200	208	265	260	281	254	250	297	286	250	277	363	504	+3.8	+18.8	+3.4
St. Louis, Mo.-Ill., total	**1,119**	**1,083**	**1,324**	**1,293**	**1,372**	**1,299**	**1,301**	**1,340**	**1,285**	**1,237**	**1,282**	**1,310**	**1,509**	**+4.3**	**+3.0**	**+5.6**
Nondurable goods, total	769	713	857	823	881	824	826	869	804	778	876	922	1,104	+8.1	+5.2	+9.6
Department stores	113	114	151	153	167	155	143	162	164	144	154	200	299	-1.2	+13.3	+3.2
GAF, total²	241	235	319	307	331	304	287	322	317	291	307	376	562	+1.6	+12.2	-1.2
San Diego, Calif., total	**1,014**	**988**	**1,016**	**1,051**	**1,143**	**1,091**	**1,164**	**1,244**	**1,126**	**1,081**	**1,057**	**1,113**	**1,364**	**+10.5**	**+6.9**	**+8.4**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	98	101	118	115	126	120	118	129	125	116	119	148	225	+3.2	+9.3	+4.5
GAF, total²	264	259	298	292	320	303	316	345	316	292	308	356	530	+8.5	+9.2	+7.1
San Francisco-Oakland, Calif., total	**2,001**	**1,863**	**2,057**	**2,077**	**2,247**	**2,154**	**2,193**	**2,275**	**2,355**	**2,194**	**2,244**	**2,345**	**2,754**	**-3.4**	**+3.7**	**-.2**
Nondurable goods, total	1,311	1,234	1,328	1,324	1,460	1,364	1,366	1,407	1,510	1,365	1,449	1,554	1,841	-6.8	+3.0	-.3
Department stores	155	158	185	188	212	197	195	224	213	190	209	251	380	+5.2	+14.9	+4.1
GAF, total²	450	442	523	513	570	543	544	600	577	524	562	667	984	+4.0	+10.3	+4.4
Washington, D.C.-Md.-Va., total	**1,901**	**1,804**	**2,171**	**2,213**	**2,408**	**2,255**	**2,267**	**2,395**	**2,194**	**2,056**	**2,049**	**2,009**	**2,437**	**+9.2**	**+5.6**	**+7.3**
Nondurable goods, total	990	947	1,169	1,156	1,253	1,134	1,127	1,179	1,142	1,010	1,087	1,128	1,411	+3.2	+4.6	+2.7
Department stores	130	136	178	182	211	182	171	193	181	176	188	232	360	+6.6	+12.9	+6.5
GAF, total²	401	404	571	562	645	574	556	614	501	479	529	597	920	+22.6	+10.4	+20.6
CITIES																
Chicago, Ill., total	**919**	**906**	**1,030**	**1,043**	**1,118**	**1,038**	**1,071**	**1,046**	**1,134**	**1,052**	**1,116**	**1,106**	**1,213**	**-7.8**	**-2.3**	**+2.6**
Nondurable goods, total	687	673	778	770	795	740	754	779	841	808	885	915	995	-7.4	+3.3	-.7
Department stores	68	67	93	91	99	92	88	98	101	92	105	124	179	-3.0	+11.4	-.4
GAF, total²	201	198	256	242	271	253	241	262	264	242	256	303	418	-.8	+8.7	+6.3
Los Angeles, Calif., total	**1,210**	**1,149**	**1,288**	**1,326**	**1,391**	**1,366**	**1,365**	**1,406**	**1,420**	**1,345**	**1,377**	**1,417**	**1,645**	**-1.0**	**+3.0**	**+2.0**
Nondurable goods, total	771	749	849	831	893	890	874	892	923	864	908	966	1,121	-3.4	+2.1	0
Department stores	107	107	125	124	133	129	118	128	136	131	137	169	243	-5.9	+8.5	-4.9
GAF, total²	347	331	382	383	412	419	382	404	432	412	427	498	673	-6.5	+5.8	-2.9
New York, N.Y., total	**2,578**	**2,442**	**2,856**	**2,800**	**2,962**	**2,815**	**2,741**	**2,775**	**2,464**	**2,490**	**2,703**	**2,719**	**3,364**	**+12.6**	**+1.2**	**+13.9**
Nondurable goods, total	1,886	1,776	2,036	1,957	2,083	1,995	1,925	1,962	1,829	1,831	1,987	2,029	2,459	+7.3	+1.9	+10.9
Department stores	154	166	205	197	245	210	168	207	198	206	244	271	405	+4.5	+23.2	+3.5
GAF, total²	727	717	871	878	991	926	835	936	810	837	928	1,006	1,422	+15.6	+12.1	+12.1
Philadelphia, Pa., total	**547**	**519**	**609**	**594**	**633**	**615**	**603**	**617**	**524**	**509**	**580**	**616**	**743**	**+17.7**	**+2.3**	**+18.3**
Nondurable goods, total	477	438	512	489	520	492	491	502	437	428	486	511	601	+14.9	+2.2	+18.3
Department stores	31	29	41	39	46	39	36	37	39	40	47	56	84	-5.1	+2.8	0
GAF, total²	122	120	154	143	163	147	136	144	146	146	164	179	270	-1.4	+5.9	-4.6

ᵖPreliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. Department Stores Sales in Selected Areas

NOTICE:

The series of monthly department store sales in selected areas, formerly shown in this space, has been discontinued due to lack of funds. The National Retail Merchants Association is attempting to reorganize a consortium interested in providing funds to restore the series. Interested parties should contact the National Retail Merchants Association in Washington, DC on (202) 223-8250.

Figure 5. **Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976–August 1986**

(Seasonally Adjusted)

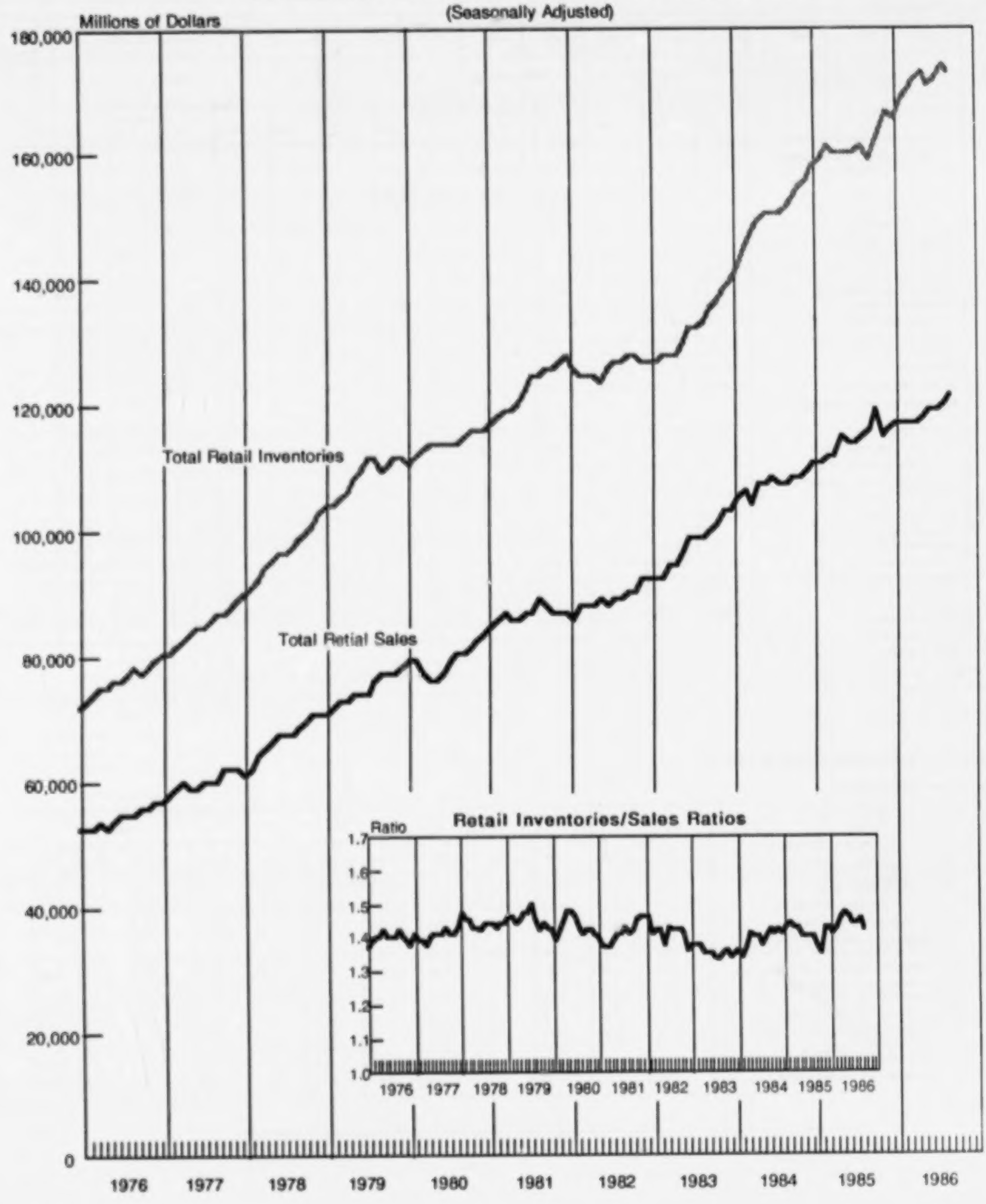

Table 11. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986								1985					Percent change Aug. 1986 from—	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.[p]	Aug.	Sept.	Oct.	Nov.	Dec.	Aug. 1985	July 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,427	171,387	170,105	170,438	168,487	156,747	161,329	171,829	175,337	160,372	+7.5	-1.1
	Total (ex. auto. group)	117,752	120,857	124,209	126,328	124,991	123,632	124,531	127,006	122,529	126,785	133,503	134,044	117,968	+3.7	+2.0
	Durable goods, total	84,120	87,254	90,722	91,285	89,146	89,019	88,569	84,779	75,224	76,126	81,529	84,310	81,979	+12.7	-4.3
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	14,897	14,624	14,377	14,315	14,129	13,517	13,559	13,749	13,564	13,176	+4.5	-1.3
55 ex. 554	Automotive dealers	44,113	46,462	48,581	48,099	46,396	46,473	45,907	41,481	34,218	34,544	38,326	41,293	42,404	+21.2	-9.6
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,192	13,072	13,419	13,264	13,623	12,502	12,734	13,423	13,704	12,749	+9.0	+2.7
	Nondurable goods, total	77,745	80,065	82,068	83,142	82,241	81,086	81,869	83,708	81,523	85,203	90,300	91,027	78,393	+2.7	+2.2
53	General merchandise group strs	27,739	29,244	30,616	31,608	31,115	30,052	30,565	31,355	30,916	32,942	35,581	36,035	28,002	+1.4	+2.6
531	Department stores	21,730	22,954	24,268	25,225	24,913	23,978	24,223	24,913	23,981	25,676	27,795	28,477	22,086	+3.9	+2.8
54	Food stores	16,190	16,201	16,290	16,135	16,299	16,408	16,083	16,253	15,346	15,662	16,385	16,696	16,278	+5.9	+1.1
56	Apparel and accessory stores	14,063	14,964	15,455	15 701	15,346	15,087	15,496	16,029	15,297	15,937	16,966	17,259	14,418	+4.8	+3.4
	Adjusted for seasonal variations							See	note 1							
	Retail trade, total	167,987	169,379	171,551	172,158	170,863	171,705	173,529	173,028	160,066	160,302	164,262	165,557	165,324	+8.1	-.3
	Total (ex. auto. group)	124,569	125,129	125,590	126,696	126,172	126,099	126,251	126,577	122,004	123,078	124,463	124,098	123,131	+3.7	+.3
	Durable goods, total	84,755	85,863	88,132	88,263	87,198	88,281	90,271	89,686	78,995	78,425	81,668	83,056	82,875	+13.5	-.6
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,324	14 129	14,192	14,286	14,143	13,531	13,710	13,930	13,912	13,696	+4.5	-1.0
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,462	44,597	45,606	47,278	46,451	38,062	37,224	39,799	41,459	42,193	+22.0	-1.7
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,258	13,151	13,339	13,425	13,623	12,490	12,633	12,957	13,076	12,943	+9.1	+1.5
	Nondurable goods, total	83,232	83,516	83,419	83,895	83,671	83,424	83,258	83,342	81,071	81,877	82,594	82,501	82,449	+2.8	+.1
53	General merchandise group strs	31,568	31,603	31,498	31,767	31,534	31,206	31,174	30,922	30,416	30,752	31,066	31,079	31,059	+1.7	-.8
531	Department stores	24,778	24,788	24,865	25,200	25,114	24,899	24,870	24,740	23,767	24,086	24,360	24,402	24,404	+4.1	-.5
54	Food stores	16,288	16,365	16,323	16,216	16,414	16,441	16,411	16,636	15,707	15,836	15,970	15,947	16,069	+5.9	+1.4
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	15,804	15,798	15,668	15,653	14,924	14,992	15,285	15,647	15,387	+4.9	-.1

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6

Table 12. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986								1985				
		Jan.	Feb.	Mar.	Apr.	May	June	July[1]	Aug.[p]	Aug.[1]	Sept.	Oct.	Nov.	Dec.
	Retail trade, total	1.43	1.45	1.47	1.46	1.44	1.44	1.45	1.42	1.38	1.36	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.38	1.37	1.37	1.36	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.95	2.04	1.97	1.91	1.94	1.95	1.88	1.78	1.70	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	1.94	2.03	2.03	2.02	1.94	2.18	2.20	2.17	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.72	1.65	1.68	1.72	1.63	1.39	1.28	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.17	2.10	2.09	2.06	2.10	2.19	2.19	2.20	2.21	2.15
	Nondurable goods, total	1.14	1.14	1.14	1.15	1.14	1.14	1.13	1.13	1.13	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.29	2.30	2.27	2.25	2.19	2.27	2.29	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.12	2.14	2.14	2.11	2.09	2.04	2.10	2.14	2.16	2.13	2.14
54	Food stores	.67	.67	.67	.67	.68	.67	.67	.68	.67	.67	.67	.66	.66
56	Apparel and accessory stores	2.60	2.61	2.52	2.55	2.54	2.51	2.50	2.46	2.54	2.55	2.59	2.62	2.58

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months' report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.	Oct.	Nov.	Dec
	Retail trade, total	158,953	159,478	159,064	159,500	159,428	159,733	160,574	160,066	160,302	164,262	165,557	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,109	120,810	121,833	122,004	123,078	124,463	124,098	123,131
	Durable goods, total	78,149	78,275	78,455	78,699	78,677	79,185	79,370	78,995	78,425	81,668	83,056	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,057	13,037	13,344	13,531	13,710	13,930	13,912	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,741	38,062	37,224	39,799	41,459	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,515	12,447	12,492	12,490	12,633	12,957	13,076	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,751	80,548	81,204	81,071	81,877	82,594	82,501	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,491	30,386	30,465	30,416	30,752	31,066	31,079	31,059
531	Department stores	24,583	24,628	24,291	24,182	23,993	23,820	23,822	23,767	24,086	24,360	24,402	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,487	15,460	15,685	15,707	15,836	15,970	15,947	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,641	14,612	14,841	14,924	14,992	15,285	15,647	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. Inventories/Sales Ratios, by Kind of Business: 1985

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.	Nov.	Dec
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.41	1.40	1.38	1.36	1.43	1.43	1.41
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.38	1.39	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.87	1.85	1.78	1.70	1.93	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.16	2.19	2.17	2.18	2.20	2.17	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.50	1.48	1.39	1.28	1.59	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.22	2.24	2.23	2.19	2.19	2.20	2.21	2.15
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.13	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.27	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.16	2.15	2.15	2.14	2.10	2.14	2.16	2.13	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.67	.67	.66	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.56	2.57	2.54	2.55	2.59	2.62	2.58

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's), standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.
b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-0.9	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.7
	Total (excluding automotive group)	0.9-1.1	1.0	0.9-1.0	1.0	0.2-0.3	0.2	0.6
	Durable goods, total	1.5-2.1	1.7	1.5-2.0	1.7	0.4-1.0	0.7	1.4
52	Building materials, hardware, garden supply, and mobile home dealers	5.7-6.7	6.3	5.6-6.6	6.3	1.0-1.5	1.2	2.5
521,3,5	Building materials and hardware stores	6.7-7.6	7.3	6.7-7.5	7.2	0.8-1.4	0.9	2.4
521,3	Building materials and supply stores	7.9-8.9	8.7	8.0-9.0	8.6	0.8-1.5	1.0	2.6
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	1.5-4.9	2.6	5.7
525	Hardware stores	5.0-7.5	5.5	4.7-6.6	5.3	1.5-3.2	1.7	4.7
55 ex. 544	Automotive dealers	1.8-2.8	2.2	1.8-2.5	2.1	0.7-1.7	1.1	2.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	1.8-2.8	2.4	1.9-2.5	2.1	0.7-1.9	1.1	2.2
551,2	Motor vehicle dealers	1.5-2.4	2.1	1.5-2.3	2.0	0.7-1.9	1.1	2.2
551	Motor vehicle dealers (franchised)	1.7-2.7	2.1	1.6-2.4	2.1	0.8-1.9	1.1	2.2
553	Auto and home supply stores	4.2-5.6	4.6	4.3-6.1	4.7	1.2-1.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.2-3.2	2.5	2.1-2.8	2.5	0.5-1.0	0.9	2.0
571	Furniture, home furnishings stores	2.5-3.9	2.8	2.5-3.7	3.0	0.8-1.5	1.2	2.3
5712	Furniture stores	3.9-4.9	4.3	3.9-4.5	4.1	1.1-1.7	1.5	3.1
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	1.4-3.3	2.3	5.4
5722,32	Household appliance, radio, and television stores	4.4-6.2	5.0	4.4-6.0	5.1	1.0-2.1	1.4	3.9
5722	Household appliance stores	5.1-7.1	5.9	4.9-7.5	6.3	1.7-3.2	1.9	5.0
5732	Radio and television stores*	(S)	(S)	(S)	(S)	1.2-3.0	1.7	5.9
5733	Music stores*	(S)	(S)	(S)	(S)	1.8-4.6	2.8	6.6
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.3-3.1	2.4	4.5
5942	Book stores*	(S)	(S)	(S)	(S)	2.3-10.0	3.2	5.3
5944	Jewelery stores	3.1-4.0	3.3	2.9-5.2	3.2	1.4-4.3	1.8	4.2
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.2-4.8	3.4	6.7
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.4-3.6	1.7	6.0
	Nondurable goods, total	0.7-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2	0.7
53	General merchandise group stores	0.4-0.5	0.5	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531,9	Department stores and misc. gen. merchandise stores	0.4-0.5	0.4	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.4-3.8	3.7	3.2-4.0	3.6	0.8-1.3	1.0	3.1
533	Variety stores	3.6-4.1	3.9	3.3-3.9	3.8	0.4-1.1	0.8	1.6
54	Food stores	1.5-1.7	1.6	1.5-1.7	1.6	0.2-0.7	0.3	1.1
541	Grocery stores	1.5-1.7	1.7	1.5-1.7	1.6	0.2-0.7	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.5-8.4	2.2	7.4
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	1.2-4.5	2.6	7.2
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	3.0-7.5	4.2	11.0
546	Retail bakeries	7.5-9.5	9.0	8.1-9.5	8.7	0.9-1.7	1.4	5.8
554	Gasoline service stations	1.9-2.1	2.0	1.9-2.0	2.0	0.5-0.6	0.6	1.8
56	Apparel and accessory stores	1.8-2.3	2.2	1.8-2.2	1.9	0.4-1.3	0.8	1.6
561	Men's, boys' clothing and furnishings stores	4.8-6.1	5.3	4.7-5.3	5.2	1.3-3.6	1.5	4.8
562,3,8	Women's clothing, specialty stores, furriers	2.3-2.9	2.8	2.4-3.0	2.5	0.7-1.2	0.9	2.1
562	Women's ready-to-wear stores	2.7-3.2	3.1	2.7-3.1	2.9	0.8-1.3	0.9	2.1
565	Family clothing stores	2.8-4.9	3.3	3.1-4.2	3.3	0.7-4.5	1.2	2.8
566	Shoe stores	3.1-4.8	3.9	3.1-4.5	3.5	1.0-3.1	1.2	4.2
58	Eating and drinking places	2.2-2.8	2.5	2.2-2.5	2.4	0.4-1.2	0.8	2.1
5812	Eating places	2.5-3.1	2.7	2.5-2.7	2.6	0.4-1.3	0.7	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	3.5-4.8	3.9	3.6-4.1	3.9	0.8-2.0	1.0	3.0
5812 (pt.)	Refreshment places	3.2-4.0	3.7	3.3-4.1	3.6	0.5-1.3	0.8	2.5
5813	Drinking places (alcoholic beverages)	4.3-9.0	6.0	4.4-7.9	5.5	0.5-5.9	1.7	4.0
591	Drug stores and proprietary stores	2.0-2.6	2.1	2.0-2.5	2.1	0.3-0.7	0.5	1.4
592	Liquor stores	4.1-5.2	4.5	4.0-5.0	4.4	0.7-1.2	0.8	4.1
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.7-8.4	2.8	9.9
596	Nonstore retailers[3]	6.5-9.2	8.4	7.3-8.4	8.2	1.3-4.0	1.7	3.9
5961 (pt.)	Mail-order (department store merchandise)	0.4-1.7	0.7	0.4-1.7	0.8	0.0-0.2	0.1	0.7
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.6-2.5	2.0	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	1.9-3.9	2.8	6.1
53,56,57,594	GAF,total[4]	0.8-1.0	0.8	0.8-1.0	0.8	0.2-0.4	0.3	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminay estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months January 1986 through July 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	2.1	1.7	2.0	2.2	0.6	0.6	0.5	0.5	1.4	1.5	1.1	1.5
	Durable goods, total	3.5	3.6	3.8	3.9	1.4	1.3	1.0	1.4	2.9	2.6	1.9	3.3
52	Building materials, hardware, garden supply, and mobile home dealers	9.3	5.1	13.4	12.3	2.6	2.2	2.1	2.5	6.7	4.2	4.7	6.2
55 ex. 554	Automotive dealers	5.3	5.2	3.8	6.5	1.8	2.0	1.6	2.3	3.9	3.6	2.7	4.9
57	Furniture, home furnishings, and equipment stores	5.8	5.8	4.6	5.1	1.6	1.5	1.5	2.2	4.2	4.3	3.6	4.6
	Nondurable goods, total	2.4	1.6	1.8	2.2	0.5	0.5	0.5	0.4	1.5	1.4	1.3	1.3
53	General merchandise group stores	1.6	1.2	1.9	1.6	0.3	0.3	0.3	0.3	1.1	0.9	1.1	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	3.7	3.9	4.1	0.6	0.6	0.6	0.5	2.8	2.1	2.5	2.3
541	Grocery stores	5.3	3.9	3.9	4.3	0.6	0.6	0.6	0.5	3.0	2.2	2.6	2.5
554	Gasoline service stations	5.6	4.3	3.7	4.3	1.1	1.0	1.1	1.2	4.8	3.7	3.4	3.5
56	Apparel and accessory stores	4.4	4.2	4.4	4.5	1.7	1.5	1.4	1.5	3.8	3.3	3.0	3.4
58	Eating and drinking places	5.1	5.1	5.7	5.9	1.2	1.3	1.4	0.9	3.7	4.7	3.9	3.3
591	Drug stores and proprietary stores	10.9	8.0	7.3	5.9	1.4	0.9	0.8	0.7	5.2	4.3	3.8	5.3
53,56, 57,594	GAF[3]	2.3	1.7	2.0	2.1	0.8	0.6	0.6	0.8	1.7	1.4	1.2	1.6

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.7	2.2	2.2	3.0	2.3	4.8	3.3	5.8	2.3
	Durable goods, total	(S)	4.7	4.1	5.6	4.6	7.5	6.2	8.6	4.6
55 ex. 554	Automotive dealers	(S)	6.9	5.7	8.2	5.1	(S)	7.3	14.0	8.0
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.7	(S)	6.9	(S)	(S)	11.9	5.3
	Nondurable goods, total	4.4	2.9	2.3	4.1	2.3	4.6	3.1	5.5	2.2
53	General merchandise group stores	4.6	1.2	1.5	2.0	2.4	4.1	2.3	4.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.7	6.6	4.3	8.9	4.6	(S)	6.3	9.1	4.0
554	Gasoline service stations	(S)	6.4	5.3	8.5	5.2	(S)	(S)	(S)	5.8
56	Apparel and accessory stores	(S)	5.0	5.6	8.2	5.7	(S)	6.9	(S)	5.5
58	Eating and drinking places	(S)	6.5	5.9	(S)	(S)	(S)	(S)	(S)	7.2
591	Drug stores and proprietary stores	(S)	9.8	(S)	(S)	(S)	(S)	(S)	(S)	5.6
53,56,57,594	GAF[1]	4.6	2.2	1.9	2.8	2.8	4.3	3.1	5.3	2.4
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.7	0.7	1.0	0.6	1.1	0.9	0.9	0.7
	Durable goods, total	••	1.6	1.6	2.1	1.4	2.3	1.8	••	1.6
55 ex. 554	Automotive dealers	••	2.2	2.2	2.9	2.1	••	2.9	••	2.7
57	Furniture, home furnishings, and equipment stores	••	••	1.8	••	1.9	••	••	••	2.2
	Nondurable goods, total	0.8	0.5	0.4	0.9	0.5	0.9	0.8	0.8	0.4
53	General merchandise group stores	0.8	0.3	0.3	0.7	0.5	0.9	0.4	0.9	0.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.2	0.6	0.8	1.1	0.6	••	0.9	1.0	0.6
554	Gasoline service stations	••	1.3	1.0	2.2	1.2	••	••	••	1.5
56	Apparel and accessory stores	••	1.8	1.4	3.1	2.2	••	2.1	••	1.7
58	Eating and drinking places	••	1.4	1.6	••	••	••	••	••	1.1
591	Drug stores and proprietary stores	••	1.5	••	••	••	••	••	••	0.8
53,56,57,594	GAF[1]	1.5	0.8	0.7	0.9	0.7	1.1	1.0	1.6	0.7
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.5	1.7	1.5	2.8	1.4	2.6	2.0	3.0	1.7
	Durable goods, total	••	3.3	2.9	4.9	2.9	5.1	4.1	••	3.6
55 ex. 554	Automotive dealers	••	5.0	3.9	7.5	3.7	••	5.2	••	5.3
57	Furniture, home furnishings, and equipment stores	••	••	4.4	••	4.6	••	••	••	4.9
	Nondurable goods, total	2.6	1.9	1.5	2.5	1.6	3.0	2.6	2.7	1.3
53	General merchandise group stores	2.6	1.0	1.2	2.4	1.8	3.4	1.3	2.2	0.6
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.6	3.0	3.5	3.0	••	5.0	5.4	2.2
554	Gasoline service stations	••	6.0	4.0	10.0	4.3	••	••	••	4.1
56	Apparel and accessory stores	••	4.1	3.8	7.5	4.3	••	4.2	••	3.6
58	Eating and drinking places	••	3.6	5.7	••	••	••	••	••	4.0
591	Drug stores and proprietary stores	••	5.7	••	••	••	••	••	••	5.4
53,56,57,594	GAF[1]	3.3	1.7	1.6	2.5	2.0	3.1	2.4	4.2	1.6

••Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]
California	3.0	5.5	2.6	0.0	2.8	0.7	1.6	0.4	0.0	0.7	1.9	4.1	1.6	0.0	1.6
Florida	4.3	8.1	4.1	0.0	4.5	0.9	1.9	0.6	0.0	1.3	2.5	4.5	2.2	0.0	3.1
Illinois	3.7	(S)	3.1	0.0	3.8	1.1	**	0.9	0.0	1.3	2.9	**	3.4	0.0	3.6
Indiana	4.8	(S)	6.6	0.0	7.1	1.6	**	0.8	0.0	1.6	3.3	**	3.0	0.0	4.6
Louisiana	6.5	(S)	6.2	0.0	7.3	1.6	**	1.3	0.0	1.9	3.9	**	4.0	0.0	4.9
Maryland	6.0	(S)	5.7	0.0	8.4	1.4	**	0.9	0.0	1.5	3.4	**	3.4	0.0	6.7
Massachusetts	5.9	(S)	5.7	0.0	5.1	1.6	**	1.2	0.0	1.9	3.7	**	3.9	0.0	4.5
Michigan	4.7	8.9	4.4	0.0	3.6	1.7	3.4	0.9	0.0	1.2	3.4	6.6	3.4	0.0	2.8
Minnesota	6.4	(S)	8.7	0.0	5.3	2.3	**	2.3	0.0	1.4	6.9	**	7.4	0.0	3.3
Missouri	6.7	(S)	8.4	0.0	4.7	1.6	**	1.1	0.0	1.4	3.9	**	3.3	0.0	4.4
New Jersey	6.1	(S)	6.2	0.0	4.4	1.4	**	1.0	0.0	1.1	4.6	**	4.8	0.0	3.9
New York	3.3	6.9	3.4	0.0	3.7	1.1	2.6	0.8	0.0	1.4	2.6	4.8	2.5	0.0	3.1
North Carolina	6.1	(S)	5.8	0.0	6.9	2.0	**	2.0	0.0	2.3	4.0	**	4.6	0.0	6.3
Ohio	5.9	(S)	4.0	0.0	3.0	1.0	**	0.9	0.0	1.3	2.5	**	2.3	0.0	2.3
Pennsylvania	4.8	10.5	4.8	0.0	2.7	0.9	1.9	0.7	0.0	1.2	2.8	4.8	3.5	0.0	2.0
Tennessee	5.5	(S)	4.9	0.0	6.7	1.9	**	1.3	0.0	1.9	3.8	**	3.7	0.0	4.4
Texas	4.6	8.3	4.3	0.0	3.3	1.1	2.2	1.1	0.0	1.3	2.7	4.9	3.3	0.0	3.1
Virginia	4.7	(S)	5.4	0.0	5.6	1.6	**	1.1	0.0	1.7	4.3	**	5.6	0.0	4.1
Wisconsin	5.5	11.4	6.7	0.0	4.0	1.8	4.2	1.5	0.0	1.3	5.2	11.3	5.1	0.0	4.6

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.7	3.2	4.2	1.3	0.9	1.1	3.0	3.0	2.9
New York, NY-Northeastern, NJ	3.5	3.3	3.3	0.9	0.7	1.1	2.7	2.9	2.9
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.4	6.0	4.5	1.5	0.9	1.0	4.0	4.0	2.9
Atlanta, GA	(S)	(S)	11.0	**	**	2.3	**	**	5.5
Baltimore, MD	8.1	8.7	4.5	1.6	1.0	1.3	4.9	3.4	2.1
Boston, MA	6.7	5.6	5.8	1.6	1.3	1.6	4.5	5.1	3.5
Chicago, IL	3.8	3.3	4.4	1.3	0.9	1.2	3.2	3.2	3.1
Cleveland, OH	(S)	9.4	4.8	**	1.2	1.0	**	6.4	2.7
Dallas-Fort Worth, TX	6.1	6.2	6.0	1.7	1.6	1.7	4.7	4.7	3.4
Detroit, MI	5.4	5.6	4.8	1.5	0.9	1.2	5.1	5.1	4.0
Houston, TX	5.7	7.1	4.1	1.7	1.1	0.9	3.0	3.7	2.7
Kansas City, MO-KS	9.6	7.4	3.9	2.6	1.3	1.4	5.7	5.0	2.9
Los Angeles-Long Beach, CA	5.0	5.5	6.3	0.8	0.7	1.3	2.5	2.9	2.8
Miami, FL	10.8	8.7	7.9	1.9	1.4	1.3	6.3	6.0	2.8
Milwaukee, WI	(S)	(S)	6.1	**	**	1.2	**	**	4.1
Minneapolis-St. Paul, MN-WI	9.8	11.5	2.8	3.4	3.2	0.9	8.5	10.3	1.6
Nassau-Suffolk, NY	10.1	7.7	6.7	1.8	1.5	1.7	4.4	4.6	7.6
New York, NY	4.1	5.2	4.7	1.2	1.0	1.6	4.1	4.4	4.0
Newark, NJ	8.6	8.2	5.9	1.7	2.0	1.6	8.8	7.9	5.5
Philadelphia, PA	7.0	8.3	5.9	1.4	1.2	1.9	5.8	6.7	5.3
Pittsburgh, PA	11.9	8.3	5.8	2.2	1.7	2.5	6.3	5.2	3.5
St. Louis, MO-IL	11.1	13.9	7.2	1.7	1.0	1.3	5.1	4.7	6.0
San Diego, CA	7.7	(S)	4.6	2.1	**	1.4	5.2	**	2.8
San Francisco-Oakland, CA	6.1	6.6	3.7	1.5	1.0	1.6	4.4	3.8	4.6
Washington, DC-MD-VA	7.3	6.0	9.4	1.9	1.4	2.5	5.6	9.2	8.0
Cities									
Chicago, IL	8.4	7.0	6.0	1.6	1.2	2.4	4.6	4.6	5.6
Los Angeles, CA	8.9	7.6	8.6	1.6	1.1	2.2	4.3	3.9	5.1
New York, NY	4.6	6.4	5.6	1.3	1.2	1.9	4.1	4.6	4.3
Philadelphia, PA	13.5	16.2	8.8	1.9	1.4	3.0	13.1	15.3	5.9

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures," and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +1.4 percent, with a median of +0.2 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.5 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.5 percent to +0.6 percent, with a median of +0.1 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	July 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	118690	119258	119804	-0.6	1.4	0.2	-0.2	0.5	0.2
	Total (excluding auto group)	92334	92228	92374	-0.5	1.2	0.2	-0.4	0.4	0.1
	Durable goods, total	45192	45883	46312	-2.0	2.5	0.2	-0.2	0.9	0.4
52	Building materials, hardware, garden supply and mobile home dealers	7172	7103	7080	-3.0	4.4	0.5	-1.2	0.9	-0.1
55 ex. 554	Automotive dealers	26356	27030	27430	-3.1	4.1	-0.2	-0.4	1.5	0.5
57	Furniture, home furnishings, and equipment stores	6487	6504	6507	-4.0	4.0	2.1	-0.8	1.6	0.2
	Nondurable goods, total	73498	73375	73492	-0.5	1.1	0.2	-0.4	0.6	0.0
53	General merchandise group stores	13811	13774	13873	-0.9	1.3	0.2	-0.9	0.7	-0.1
531	Department stores	11869	11857	11926	-0.8	0.6	0.3	-0.3	0.6	0.0
54	Food stores	24569	24530	24486	-0.4	1.1	0.4	-0.3	0.6	0.1
541	Grocery stores	23207	23211	23151	-0.5	1.0	0.4	-0.4	0.7	0.1
554	Gasoline service stations	6957	6951	6932	-4.3	4.1	1.0	-1.9	0.9	0.0
56	Apparel and accessory stores	6334	6254	6257	-1.9	3.0	1.6	-1.0	1.2	0.2
58	Eating and drinking places	11644	11802	11810	-1.9	3.5	0.8	-1.0	2.3	0.1
591	Drug stores and proprietary stores	4158	4154	4155	-2.0	1.9	-0.1	-1.1	0.5	0.3

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	July 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	173556	173529	-0.5	0.6	0.1
	Total (excluding auto group)	126078	126251	-0.4	0.2	0.1
	Durable goods, total	90297	90271	-0.8	1.4	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	14301	14286	-0.3	4.0	0.3
55 ex. 554	Automotive dealers	47478	47278	-0.7	2.0	0.0
57	Furniture, home furnishings, and equipment stores	13267	13425	-0.3	1.4	0.4
	Nondurable goods, total	83259	83258	-0.3	0.2	-0.1
53	General merchandise group stores	31199	31174	-1.0	0.8	-0.1
531	Department stores	24895	24870	-0.9	1.0	-0.1
54	Food stores	16394	16411	-0.5	0.5	0.1
56	Apparel and accessory stores	15668	15668	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: April 1985 Through August 1986**

Sic code	Kind of business	1985						1986										
		July	Aug.[1]	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]
	Retail trade, total	.984	.981	1.007	1.049	1.061	.968	.962	.986	1.004	1.010	1.000	.989	.983	.979	1.006	1.046	1.059
	Durable goods, total	.982	.952	.972	1.001	1.017	.987	.992	1.014	1.025	1.032	1.020	1.007	.982	.949	.970	.997	1.016
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	1.002	.999	.989	.987	.975	.962	.968	.997	1.027	1.040	1.035	1.013	1.002	.999	.991	.990	.976
55	Automotive dealers	.972	.899	.928	.963	.996	1.005	1.016	1.050	1.057	1.058	1.038	1.019	.971	.893	.922	.955	.993
57	Furniture, home furnishings, equipment dealers	.988	1.001	1.008	1.036	1.048	.985	.973	.976	.989	.995	.994	1.006	.988	1.000	1.008	1.037	1.047
	Nondurable goods, total	.984	1.006	1.040	1.092	1.101	.954	.935	.960	.984	.990	.983	.972	.983	1.005	1.039	1.092	1.101
53	General mdse. group stores	.983	1.016	1.071	1.145	1.157	.902	.879	.926	.972	.995	.987	.964	.982	1.015	1.070	1.145	1.156
531	Department stores	.975	1.009	1.066	1.141	1.167	.905	.877	.926	.976	1.001	.992	.963	.974	1.007	1.064	1.140	1.167
54	Food stores	.982	.977	.989	1.026	1.047	1.013	.994	.990	.998	.995	.993	.998	.980	.977	.988	1.025	1.046
56	Apparel & accessory stores	.989	1.025	1.063	1.110	1.103	.937	.913	.956	.990	.993	.971	.955	.989	1.024	1.061	1.109	1.101

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: April 1985 Through August 1986

SIC code	Kind of business	1985						1986										
		July	Aug.¹	Sept.¹	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July¹	Aug.¹	Sept.¹	Oct.¹	Nov.¹
	U.S. Retail Sales																	
	Retail trade, total	1.003	1.036	.965	1.010	1.023	1.191	.901	.854	.979	.986	1.055	1.008	1.009	1.017	.971	1.014	1.007
	Durable goods, total	1.048	1.033	.993	1.009	.964	1.061	.883	.858	.988	1.030	1.095	1.076	1.044	1.007	1.005	1.009	.946
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	1.141	1.105	1.050	1.084	.966	.895	.779	.717	.903	1.021	1.178	1.163	1.131	1.083	1.051	1.095	.952
521,3	Bldg. mat. & supply stores	1.155	1.133	1.078	1.114	.969	.864	.788	.731	.900	1.009	1.134	1.144	1.156	1.104	1.083	1.121	.959
525	Hardware stores	1.066	1.043	.949	1.012	1.013	1.153	.840	.747	.893	1.040	1.153	1.101	1.067	1.028	.964	1.015	.991
55 ex. 554	Automotive dealers	1.071	1.039	.983	.998	.915	.885	.904	.894	1.048	1.068	1.124	1.099	1.058	1.014	.997	1.012	.885
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	1.068	1.035	.983	.991	.903	.873	.908	.905	1.059	1.074	1.131	1.101	1.054	1.009	.996	1.004	.873
553	Auto & home supply stores	1.094	1.076	.987	1.073	1.030	.996	.862	.788	.928	1.041	1.058	1.052	1.099	1.064	1.011	1.071	1.009
57	Furniture, home furnishings & equipment stores	.976	1.021	.956	1.013	1.086	1.342	.928	.855	.947	.935	.975	.955	.981	1.001	.984	1.011	1.063
571	Furniture, home furnishings stores	.988	1.053	.971	1.039	1.083	1.150	.933	.857	.964	.961	1.018	.983	.987	1.034	.991	1.039	1.060
5722, 32	Household appliance, radio, TV stores	.967	.985	.923	.996	1.101	1.565	.930	.845	.917	.890	.923	.926	.976	.956	.953	.997	1.075
	Nondurable goods, total	.981	1.036	.961	1.006	1.056	1.263	.912	.851	.974	.954	1.035	.976	.988	1.024	.955	1.015	1.039
53	General mdse. group stores	.870	1.010	.898	.994	1.221	1.842	.704	.701	.919	.901	1.022	.925	.883	.987	.906	.935	1.208
531	Department stores	.871	1.012	.901	.993	1.217	1.831	.702	.698	.920	.904	1.023	.931	.882	.991	.910	.995	1.204
533	Variety stores	.912	1.013	.860	.957	1.075	1.859	.740	.744	.984	.906	1.007	.912	.926	.993	.862	.961	1.062
539	Misc. gen. mdse. stores	.835	.982	.880	1.004	1.332	1.936	.693	.704	.852	.879	1.010	.894	.867	.952	.896	1.005	1.301
54	Food stores	1.027	1.055	.955	.997	1.011	1.050	.984	.899	.991	.967	1.058	.992	1.041	1.036	.963	1.012	.982
541	Grocery stores	1.029	1.056	.958	.998	1.012	1.039	.989	.899	.988	.966	1.058	.992	1.042	1.037	.964	1.015	.982
554	Gasoline service stations	1.064	1.059	1.000	1.027	.984	1.014	.958	.870	.942	.976	1.035	1.043	1.066	1.053	1.008	1.033	.974
56	Apparel & accessory stores	.880	1.059	.930	.999	1.141	1.642	.792	.733	.995	.916	1.017	.904	.886	1.036	.944	1.001	1.117
561	Men's & boys' clothing, furnishing stores	.828	.935	.876	.992	1.213	1.907	.810	.700	.878	.899	1.022	.960	.828	.922	.872	.996	1.206
562,3, 8	Women's clothing, specialty stores, furriers	.894	1.010	.946	1.026	1.137	1.582	.802	.754	1.004	.944	1.023	.888	.907	.984	.959	1.030	1.118
566	Shoe stores	.862	1.100	.992	1.015	1.064	1.332	.835	.761	1.095	.971	1.047	.934	.867	1.086	1.011	1.001	1.047
58	Eating and drinking places	1.067	1.100	1.000	1.018	.968	.975	.917	.873	.992	1.001	1.057	1.045	1.071	1.099	.995	1.031	.957
591	Drug & proprietary stores	.967	.991	.931	.977	.980	1.326	.972	.922	.995	.981	1.007	.970	.970	.973	.941	.975	.966
592	Liquor stores	1.033	1.048	.939	.976	1.042	1.389	.907	.834	.918	.915	.999	.980	1.043	1.036	.951	.981	1.022
	Retail Sales of Group II Companies																	
	Retail trade, total	.950	1.024	.931	.996	1.099	1.410	.863	.814	.967	.944	1.036	.958	.959	1.004	.939	1.006	1.077
553	Auto & home supply stores	1.075	1.064	.978	1.085	1.058	1.032	.851	.781	.946	1.019	1.074	1.037	1.078	1.031	1.008	1.084	1.031
53	General mdse. group stores	.868	1.008	.895	.988	1.228	1.856	.700	.700	.920	.899	1.021	.930	.876	.985	.904	.989	1.211
531	Department stores	.873	1.013	.901	.992	1.215	1.831	.703	.699	.919	.906	1.022	.934	.882	.992	.911	.993	1.201
533	Variety stores	.891	1.003	.863	.945	1.090	1.916	.720	.731	.964	.921	1.025	.909	.897	.984	.864	.948	1.071
541	Grocery stores	1.009	1.053	.940	.992	1.025	1.053	1.006	.907	1.000	.988	1.062	.972	1.022	1.032	.948	1.010	.988
56	Apparel & accessory stores	.856	1.094	.925	.977	1.160	1.755	.715	.693	1.017	.909	.986	.901	.861	1.086	.933	.986	1.143
562,3 8	Women's clothing, specialty stores, furriers	.906	1.049	.927	.991	1.145	1.709	.714	.709	1.012	.933	1.000	.910	.915	1.031	.921	1.001	1.134
566	Shoe stores	.835	1.115	.972	.992	1.095	1.440	.787	.738	1.141	.938	1.032	.919	.826	1.117	.987	1.002	1.084
591	Drug & proprietary stores	.959	.981	.917	.953	.992	1.450	.944	.894	.997	.935	1.006	.967	.984	.967	.925	.957	.982

¹Factors were developed after the issue of last month's report.(See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago—Gary, Il-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Hartford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, Al. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Date, and Walker Counties, GA.

Chicago, Il. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

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[1] Statistics for the Boston SMSA in Table 9 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick City, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Briston County; Planville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacrameto, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, Il.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadaupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alamada, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadely, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worchester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince George's Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngston-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[5] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[5] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[5] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

- New England Division
  - Maine
  - New Hampshire
  - Vermont
  - Massachusetts
  - Rhode Island
  - Connecticut
- Middle Atlantic Division
  - New York
  - New Jersey
  - Pennsylvania

MIDWEST (formerly North Central)

- East North Central Division
  - Ohio
  - Indiana
  - Illinois
  - Michigan
  - Wisconsin
- West North Central Division
  - Minnesota
  - Iowa
  - Missouri
  - North Dakota
  - South Dakota
  - Nebraska
  - Kansas

SOUTH

- South Atlantic Division
  - Delaware
  - Maryland
  - District of Columbia
  - Virginia
  - West Virginia
  - North Carolina
  - South Carolina
  - Georgia
  - Florida
- East South Central Division
  - Kentucky
  - Tennessee
  - Alabama
  - Mississippi
- West South Central Division
  - Arkansas
  - Louisiana
  - Oklahoma
  - Texas

WEST

- Mountain Division
  - Montana
  - Idaho
  - Wyoming
  - Colorado
  - New Mexico
  - Arizona
  - Utah
  - Nevada
- Pacific Division
  - Washington
  - Oregon
  - California
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86-09

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

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September 1986
Issued November 1986
BR-86-09

Sales: Total sales for all retail stores in the United States during September 1986 were estimated to be $128.0 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated September 1986 sales indicated an increase of 5.3 percent over August and were 8.0 percent above September 1985. Excluding the automotive group, sales were little changed from August, but were 3.9 percent higher than September 1985 The cumulative sales for all retail stores in the first 9 months of 1986 were 4.9 percent higher than sales for the similar period last year.

The sales for most major kinds of business were significantly higher than last year. Automotive dealers were up 20.7 percent, building materials dealers, up 18.9 percent, and furniture store sales were 13.6 percent above the September 1985 sales. Gasoline service station sales, however, were 18.7 percent lower than those for September 1985.

The unadjusted sales for the New England Division were 16.8 percent higher than last year, while sales for the Middle Atlantic Division were up 14.8 percent and sales for the South Atlantic Division were up 10.3 percent. Maryland showed an increase in sales over September 1985 of 16.4 percent and sales in both New York and Massachusetts were up 16.2 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments were estimated at $171.7 billion at the end of September, showing evidence of a decrease from August but were up 6.6 percent from September of last year.

Durable goods decreased 2.9 percent from August but were up 9.5 percent from September of last year. Nondurable goods inventories increased 1.6 percent from last month and 3.8 percent from September 1985

The total inventories/sales ratio for September based on seasonally adjusted data was 1.34, down 0.08 from the previous month and down 0.02 percent from September of last year.

Figure 1. **Retail Sales**
Month-to-Month Percent Change*

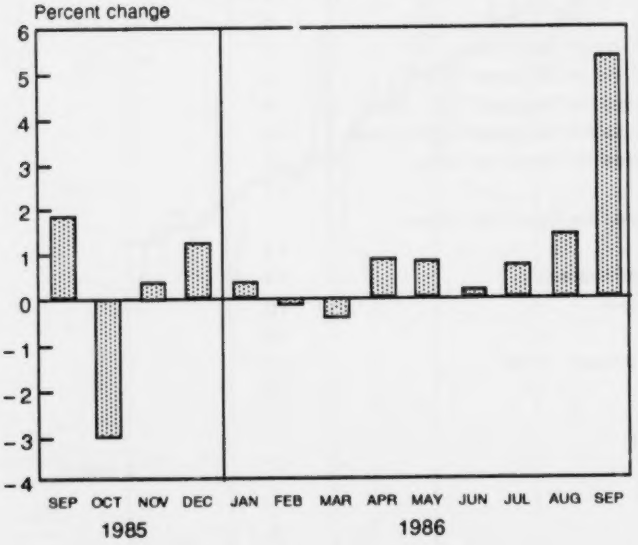
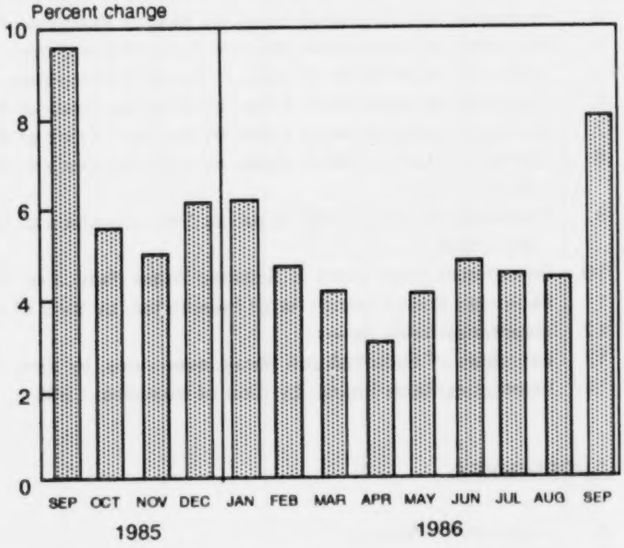


Figure 2. **Retail Sales**
Year-to-Year **Percent** Change*



*(DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. **Estimated Monthly Retail Sales: January 1976 – September 1986**

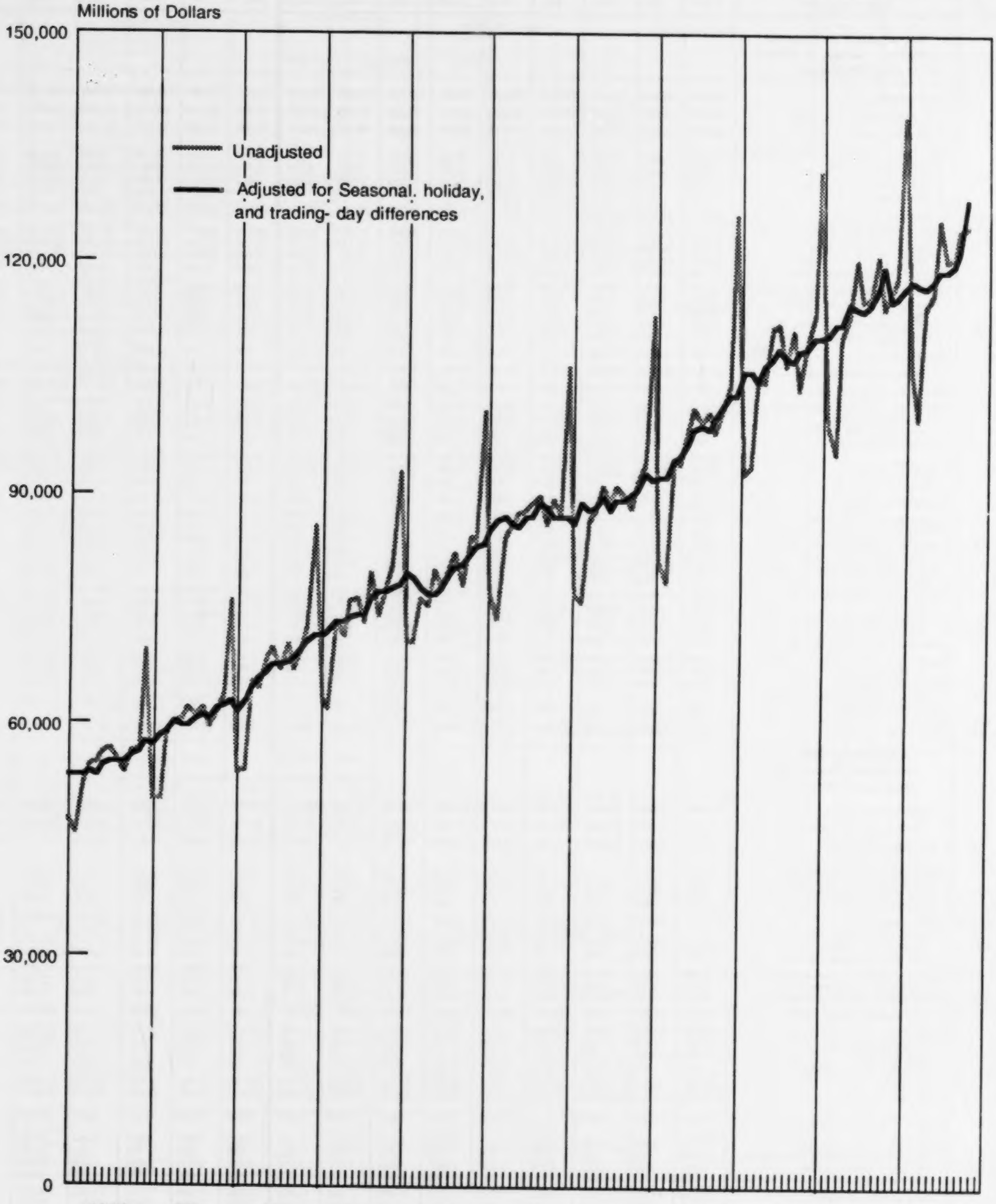


Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986									1985				Total 9 mos.	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.^{P}	Sept.	Oct.	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	105,642	98,661	114,236	115,710	125,421	120,351	120,736	124,069	124,378	113,842	115,750	118,060	138,646	1,050,194	1,001,485
	Total (excl. auto. group)	81,831	76,333	87,995	87,468	94,845	90,611	91,735	94,823	89,354	85,298	90,743	94,957	115,553	794,995	759,895
	Durable goods, total	38,985	37,469	42,843	46,098	49,856	48,810	48,228	48,702	54,251	45,165	42,787	41,120	46,346	415,242	383,954
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,996	6,401	7,702	8,129	8,128	8,033	7,780	7,834	6,541	6,950	6,236	5,993	64,396	54,883
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,486	6,867	6,902	7,054	6,809	6,717	5,741	6,236	5,491	5,302	55,534	47,904
521,3	Bldg. mat., supply stores	4,035	3,694	4,609	5,500	5,791	5,819	6,013	5,785	5,763	4,857	5,212	4,538	4,218	47,009	39,873
525	Hardware stores	779	712	870	986	1,076	1,083	1,041	1,024	954	884	1,024	953	1,084	8,525	8,031
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,242	30,576	29,740	29,001	29,236	35,024	28,544	25,007	23,103	23,093	255,199	241,590
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,172	28,446	27,631	26,810	27,076	32,892	26,519	22,811	20,938	21,054	237,189	223,625
551,2	Motor vehicle dealers	21,088	20,495	22,509	24,163	26,381	25,579	24,920	25,338	31,379	25,135	21,691	19,935	20,080	221,852	209,335
551	Motor veh. (franchised)	20,370	19,807	21,699	23,367	25,515	24,651	23,895	24,261	30,278	24,190	20,792	19,192	19,442	213,843	200,802
553	Auto & Home supply stores	1,759	1,606	1,853	2,070	2,130	2,109	2,191	2,160	2,132	2,025	2,196	2,165	2,039	18,010	17,965
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,684	6,094	6,089	6,360	6,512	6,432	5,509	5,983	6,406	8,102	53,554	47,621
571	Furniture & home furn. stores	3,035	2,828	3,209	3,208	3,434	3,346	3,425	3,596	3,538	3,033	3,245	3,422	3,693	29,619	26,563
5712	Furniture stores	1,863	1,718	1,945	1,910	2,101	2,054	2,096	2,238	2,214	1,872	1,983	2,130	2,271	18,139	16,531
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	2,048	2,239	2,323	2,496	2,457	2,349	2,058	2,298	2,533	3,675	19,993	17,728
5722	Household appliance stores	676	570	638	633	712	732	814	761	715	696	778	785	1,016	6,251	5,993
5944	Jewelry stores	704	755	790	795	1,009	871	808	918	889	759	819	1,065	2,677	7,539	6,645
	Nondurable goods, total	66,657	62,192	71,393	69,612	75,565	71,541	72,508	75,357	70,127	68,677	72,963	76,940	92,300	634,952	617,531
53	General mdse. group stores	9,383	9,550	12,661	12,498	14,017	12,755	12,245	13,922	12,558	12,027	13,217	16,422	24,720	109,589	106,097
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,797	13,275	12,107	11,650	13,247	11,976	11,357	12,522	15,647	23,376	103,732	99,012
531	Department stores	7,954	8,049	10,769	10,644	11,985	10,971	10,519	12,037	10,871	10,154	11,216	13,910	20,903	93,799	88,715
539	Misc. gen. mdse. stores	861	945	1,102	1,153	1,290	1,136	1,131	1,210	1,105	1,203	1,306	1,737	2,473	9,933	10,297
533	Variety stores	568	556	790	701	742	648	595	675	582	670	695	775	1,344	5,857	6,085
54	Food stores	23,948	21,813	24,213	23,354	25,635	24,206	25,459	25,207	23,465	22,753	23,709	24,297	25,409	217,300	208,783
541	Grocery stores	22,749	20,630	22,853	22,049	24,235	22,878	24,123	23,818	22,127	21,515	22,408	22,964	23,765	205,462	196,966
546	Retail bakeries	296	309	368	349	370	353	352	389	401	321	339	352	376	3,187	2,927
554	Gasoline service stations	8,067	7,122	7,173	6,941	7,442	7,451	7,390	7,110	6,883	8,390	8,647	8,285	8,618	66,579	75,217
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	6,313	5,680	5,533	6,606	5,995	5,491	5,881	6,809	9,783	51,087	47,200
561	Mens & boys clothing, furnishings	563	511	660	692	776	724	622	699	664	600	691	854	1,342	5,911	5,449
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,405	2,612	2,331	2,387	2,639	2,574	2,360	2,534	2,835	3,963	21,402	19,789
562	Womens ready-to-wear	1,717	1,624	2,297	2,164	2,355	2,115	2,185	2,381	2,325	2,128	2,252	2,487	3,444	19,163	17,692
565	Family clothing stores	1,161	1,089	1,556	1,463	1,605	1,450	1,405	1,802	1,502	1,391	1,500	1,864	2,885	13,033	12,083
566	Shoe stores	740	703	1,026	914	996	892	827	1,103	963	892	898	948	1,190	8,164	7,821
58	Eating and drinking places	10,338	9,826	11,309	11,663	12,377	12,250	12,648	13,140	11,843	10,987	11,307	10,754	10,728	105,394	98,246
5812	Eating places	9,525	9,075	10,458	10,751	11,476	11,326	11,715	12,201	10,969	10,185	10,471	9,940	9,894	97,496	90,897
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,622	6,977	6,852	7,053	7,329	6,677	6,340	6,522	6,127	6,012	59,291	55,819
5812 pt.	Refreshment places	3,632	3,376	3,941	3,999	4,317	4,305	4,515	4,682	4,101	3,723	3,819	3,682	3,749	36,868	34,095
5813	Drinking pls. (alcoholic bev)	813	751	851	912	901	924	933	939	874	802	836	814	834	7,898	7,349
591	Drug & proprietary stores	3,828	3,619	3,997	3,865	4,118	3,994	4,030	4,060	3,928	3,595	3,863	3,832	5,186	35,439	33,133
592	Liquor stores	1,363	1,242	1,395	1,366	1,496	1,489	1,563	1,518	1,358	1,491	1,430	1,544	2,077	12,790	12,751
596	Nonstore retailers[1]	2,139	2,094	2,275	2,276	2,183	2,077	2,083	2,182	2,343	2,194	2,830	2,800	2,587	19,652	18,733
5961 pt.	Mail-order houses (department store merchandise)	260	238	286	308	290	265	290	309	298	336	457	494	461	2,544	3,138
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,170	30,211	28,206	27,722	31,040	28,809	26,367	28,627	33,946	50,548	245,803	229,400
	Adjusted for seasonal variations, holiday, and trading-day differences								See	note 3						
	Retail trade, total	117,349	117,200	116,684	117,715	118,675	118,980	119,804	121,523	128,003	118,499	114,930	115,433	116,861	1,075,913	1,025,629
	Total (excl. auto group)	91,022	91,160	91,658	91,358	91,511	91,859	92,374	92,750	92,826	89,344	89,652	90,144	90,697	826,518	789,668
	Durable goods, total	44,187	43,949	43,279	44,874	45,554	45,596	46,312	47,912	54,516	46,118	42,532	42,631	43,882	416,179	384,492
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,143	7,384	6,947	6,998	7,080	7,205	7,404	6,225	6,403	6,456	6,641	63,994	54,411
521,3	Bldg. mat., & supply stores	5,121	5,053	5,121	5,451	5,107	5,087	5,202	5,259	5,316	4,510	4,666	4,683	4,882	46,717	39,513
525	Hardware stores	927	953	974	948	933	984	976	995	986	929	1,012	941	940	8,676	8,153
55 ex 554	Automotive dealers	26,327	26,040	25,026	26,357	27,164	27,101	27,430	28,773	35,177	29,155	25,278	25,289	26,164	249,395	235,961
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	23,029	24,369	25,151	25,096	25,436	26,729	33,091	27,116	23,229	23,187	24,117	231,189	217,829
553	Auto & home supply stores	2,041	2,038	1,997	1,988	2,013	2,005	1,994	2,044	2,086	2,039	2,049	2,102	2,047	18,206	18,132
57	Furniture, home furn. & equip strs	5,969	5,971	6,049	6,099	6,262	6,378	6,507	6,516	6,560	5,775	5,880	5,909	6,012	56,311	50,061
571	Furniture & home furn. stores	3,253	3,300	3,329	3,338	3,373	3,404	3,470	3,488	3,538	3,114	3,132	3,160	3,211	30,493	27,317
5722,32	Household appliance, radio & tv	2,263	2,244	2,268	2,301	2,426	2,509	2,557	2,538	2,478	2,239	2,293	2,301	2,348	21,584	19,171
	Nondurable goods, total	73,162	73,251	73,405	72,841	73,121	73,364	73,492	73,611	73,487	72,381	72,398	72,802	72,979	659,734	641,137
53	General mdse. group stores	13,340	13,621	13,801	13,880	13,730	13,766	13,873	14,083	13,859	13,413	13,321	13,455	13,416	123,933	118,896
531	Department stores	11,330	11,532	11,705	11,774	11,716	11,784	11,926	12,134	11,946	11,270	11,295	11,430	11,416	105,847	100,158
533	Variety stores	768	747	803	774	737	711	643	678	664	767	729	721	723	6,525	6,754
539	Misc. gen. mdse stores	1,242	1,342	1,293	1,312	1,277	1,271	1,304	1,271	1,249	1,376	1,297	1,304	1,277	11,561	11,984
54	Food stores	24,337	24,261	24,463	24,126	24,233	24,398	24,486	24,283	24,456	23,846	23,763	24,043	24,250	219,043	210,455
541	Grocery stores	23,002	22,948	23,131	22,825	22,906	23,063	23,151	22,902	23,049	22,529	22,430	22,692	22,873	206,977	198,428
554	Gasoline service stations	8,421	8,186	7,615	7,112	7,190	7,144	6,932	6,759	6,822	8,388	8,403	8,420	8,499	66,181	75,526
56	Apparel & accessory stores	5,915	5,996	6,189	6,205	6,211	6,283	6,257	8,411	6,317	5,890	5,907	5,964	5,954	55,784	51,472
561	Mens & boys clothing, furnishings	695	730	752	770	759	754	751	760	762	686	698	704	704	6,733	6,208
562,3,8	Women's clothing, spec., furrier	2,498	2,492	2,562	2,548	2,553	2,625	2,632	2,679	2,673	2,492	2,470	2,493	2,505	23,262	21,499
566	Shoe stores	886	924	937	941	951	955	954	1,025	953	899	888	891	893	8,526	8,149
58	Eating & drinking places	11,274	11,255	11,400	11,651	11,710	11,722	11,810	11,956	11,926	10,998	11,085	11,110	11,003	104,704	97,675
591	Drug & proprietary stores	3,938	3,925	4,017	4,022	4,089	4,118	4,155	4,168	4,179	3,866	3,954	3,910	3,911	36,611	34,221
592	Liquor stores	1,503	1,489	1,520	1,493	1,497	1,519	1,499	1,464	1,443	1,598	1,465	1,482	1,495	13,427	13,374

^{P}Preliminary estimates. [1]Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [2]GAF represents stores which specialize in department store types of merchandise (see appendix A). [3]Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

SIC code	Kind of business	Percent change in retail sales		
		Sept.1986 from--		9 mos. 1986 from 9 mos. 1985
		Sept.1985	Aug.1986	
	Data Not Adjusted[1]			
	Retail trade, total	+9.3	+.3	+4.9
	Total (excl. auto. group)	+4.8	-5.8	+4.6
	Durable goods, total	+20.1	+11.4	+8.1
52	Building materials, hardware, garden supply, and mobile homes dealers	+19.8	+.7	+17.3
521,3,5	Bldg. mat., supply, hardware stores	+17.0	-1.4	+15.9
521,3	Bldg. materials and supply stores	+18.7	-.4	+17.9
523	Paint, glass, wallpaper stores*	+14.8	-4.1	+21.6
525	Hardware stores	+7.9	-6.8	+6.2
55 ex 554	Automotive dealers	+22.7	+19.8	+5.6
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+24.0	+21.5	+6.1
551,2	Motor vehicle dealers	+24.8	+23.8	+6.0
551	Motor vehicle dlrs. (franchised)	+25.2	+24.8	+6.5
553	Auto and home supply stores	+5.3	-1.3	+.3
57	Furniture, home furn., & equip. stores	+16.8	-1.2	+12.5
571	Furniture, and home furn. stores	+16.7	-1.6	+11.5
5712	Furniture stores	+18.3	-1.1	+9.7
5713	Floor covering stores*	+10.3	-2.0	+13.9
5722,32	Household appliance, radio & TV	+14.1	-4.4	+12.8
5722	Household appliance stores	+2.7	-6.0	+4.3
5732	Radio and television stores*	+20.0	-3.7	+17.1
5733	Music stores*	+30.4	+18.7	+18.4
5941	Sporting goods strs. & bicycle shops*	+13.7	-12.9	+4.5
5942	Book stores*	+18.9	+16.6	+4.5
5944	Jewelry stores	+17.1	-3.2	+13.5
5946	Camera, photographic supply stores*	+9.1	-3.1	+6.5
5999 pt.	Optical goods stores*	+23.5	-5.4	+11.4
	Nondurable goods, total	+2.1	-6.9	+2.8
53	General merchandise group stores	+4.4	-9.8	+4.3
531,9	Dept. strs., misc. gen. mdse. strs	+5.5	-9.6	+4.8
531	Department stores	+7.1	-9.7	+5.7
539	Misc. general mdse. stores	-8.1	-8.7	-3.5
533	Variety stores	-13.1	-13.8	-3.7
54	Food stores	+3.1	-6.9	+4.1
541	Grocery stores	+2.8	-7.1	+4.3
542	Meat and fish (seafood) markets*	-3.6	-2.6	-14.1
543	Fruit stores & vegetable markets*	-10.6	-10.6	+2.3
544	Candy, nut, confectionery stores*	+21.7	-14.3	+14.7
546	Retail bakeries	+24.9	+3.1	+8.9
554	Gasoline service stations	-17.9	-3.2	-12.8
56	Apparel and accessory stores	+9.2	-9.2	+8.2
561	Men's & boy's clothing, furnishings	+10.7	-5.0	+8.5
562,3,8	Women's cloth., spec. strs., furriers	+9.1	-2.5	+8.2
562	Women's ready-to-wear stores	+9.3	-2.4	+8.3
565	Family clothing stores	+8.0	-16.6	+7.9
566	Shoe stores	+8.0	-12.7	+4.4
58	Eating and drinking places	+7.8	-9.9	+7.3
5812	Eating places	+7.7	-10.1	+7.3
5812 pt.	Restaurants, lunchrooms, cafes	+5.3	-8.9	+6.2
5812 pt.	Refreshment places	+10.2	-12.4	+8.1
5813	Drinking places (alcoholic bevs.)	+9.0	-6.9	+7.5
591	Drug & proprietary stores	+9.3	-3.3	+7.0
592	Liquor stores	-8.9	-10.5	+.3
5943	Stationery stores*	+4.7	+9.3	-2.9
596	Nonstore retailers[2]	+6.8	+7.4	+4.9
5961 pt.	Mail-order houses (department store merchandise)	-11.3	-3.6	-18.9
598	Fuel and ice dealers*	-9.4	+18.4	-8.5
5983	Fuel and oil dealers*	-16.7	+11.5	-11.0
53,56,57, 594	GAF, total[3]	+9.3	-7.2	+7.2
	Data Adjusted[4]			
	Retail trade, total	+8.0	+5.3	+4.9
	Total (ex. automotive group)	+3.9	+.1	+4.7
	Durable goods, total	+18.2	+13.8	+8.2
52	Building materials, hardware, garden supply, and mobile homes dealers	+18.9	+2.8	+17.6
521,3	Bldg. materials and supply stores	+17.9	+1.1	+18.2
525	Hardware stores	+6.1	-.9	+6.4
55 ex 554	Automotive dealers	+20.7	+22.3	+5.7
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+22.0	+23.8	+6.1
553	Auto and home supply stores	+2.3	+2.1	+.4
57	Furniture, home furn., & equip. stores	+13.6	+.7	+12.5
571	Furniture and home furn. stores	+13.6	+1.4	+11.6
5722,32	Hshd. appl., radio and TV stores	+10.7	-2.4	+12.6
	Nondurable goods, total	+1.5	-.2	+2.9
53	General merchandise group stores	+3.3	-1.6	+4.2
531	Department stores	+6.0	-1.5	+5.7
533	Variety stores	-13.4	-2.1	-3.4
539	Misc. general mdse. stores	-9.2	-1.7	-3.5
54	Food stores	+2.6	+.7	+4.1
541	Grocery stores	+2.3	+.6	+4.3
554	Gasoline service stations	-18.7	+.9	-12.4
56	Apparel and accessory stores	+7.2	-1.5	+8.4
561	Men's & boy's clothing, furnishings	+11.1	+.3	+8.5
562.3,8	Women's cloth., spec. strs., furriers	+7.3	-.2	+8.2
566	Shoe stores	+6.0	-7.0	+4.6
58	Eating and drinking places	+8.4	-.3	+7.2
591	Drug & proprietary stores	+8.1	+.3	+7.0
592	Liquor stores	-9.7	-1.4	+.4

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.
[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.
[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. Month-to-Month and Long-Term Percent Changes in Retail Sales

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change		Average monthly rates of change		
				July 1986 through Sept.1986 from--				
	Sept. 1986 from Aug. 1986	Aug. 1986 from July 1986	July 1986 from June 1986	Apr.1986 through June 1986	July 1985 through Sept. 1985	Sept. 1986 from July 1986 (3-mo. span)	Sept. 1986 from Apr.1986 (6-mo. span)	Sept. 1986 from Sept. 1985 (12 mo. span)
Retail trade, total	+5.3	+1.4	+.7	+3.9	+5.7	+2.5	+1.6	+.7
Durable goods, total	+13.8	+3.5	+1.6	+9.3	+11.6	+6.3	+4.0	+1.5
Nondurable goods, total	-.2	+.2	+.2	+.6	+2.1	+.1	0	+.1

Table 3. Estimated Monthly Retail Sales, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.	Dec
	Retail trade, total	110,511	111,935	111,999	114,256	113,992	113,468	114,620	116,349	118,499	114,930	115,433	116,861
	Total (excl. auto. group)	85,848	86,783	86,815	88,142	87,998	87,485	88,367	88,886	89,344	89,652	90,144	90,697
	Durable goods, total	40,644	41,341	41,498	42,764	42,587	42,335	42,887	44,318	46,118	42,532	42,631	43,882
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,033	5,952	6,140	6,197	6,225	6,403	6,456	6,641
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,356	4,416	4,513	4,510	4,666	4,683	4,882
525	Hardware stores	893	878	901	928	906	887	902	929	929	1,012	941	940
55ex.554	Automotive dealers	24,663	25,152	25,184	26,114	25,994	25,983	26,253	27,463	29,155	25,278	25,289	26,164
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	23,975	24,235	25,443	27,116	23,229	23,187	24,117
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,037	2,008	2,018	2,020	2,039	2,049	2,102	2,047
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,475	5,647	5,554	5,602	5,698	5,775	5,880	5,909	6,012
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,072	3,044	3,073	3,112	3,114	3,132	3,160	3,211
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,105	2,175	2,114	2,127	2,171	2,239	2,293	2,301	2,348
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,405	71,133	71,733	72,031	72,381	72,398	72,802	72,979
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,217	13,126	13,209	13,391	13,413	13,321	13,455	13,416
531	Department stores	10,837	11,130	11,069	11,191	11,138	11,067	11,156	11,300	11,270	11,295	11,430	11,416
533	Variety stores	733	757	758	760	750	748	739	742	767	729	721	723
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,337	1,329	1,311	1,314	1,349	1,376	1,297	1,304	1,277
54	Food stores	23,123	23,188	23,073	23,445	23,370	23,337	23,508	23,565	23,846	23,763	24,043	24,250
541	Grocery stores	21,794	21,846	21,720	22,093	22,006	22,023	22,189	22,228	22,529	22,430	22,692	22,873
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,472	8,428	8,524	8,503	8,388	8,403	8,420	8,499
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,763	5,703	5,771	5,870	5,890	5,907	5,964	5,954
561	Men's & boys' clothing, furnishings	694	688	694	693	697	681	685	690	686	698	704	704
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,388	2,378	2,438	2,484	2,492	2,470	2,493	2,505
566	Shoe stores	867	884	918	927	942	907	898	907	899	888	891	893
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,947	10,966	10,940	10,890	10,998	11,085	11,110	11,003
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,784	3,808	3,853	3,901	3,866	3,954	3,910	3,911
592	Liquor stores	1,494	1,461	1,475	1,490	1,474	1,454	1,466	1,462	1,598	1,465	1,482	1,495

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986									1985				Percent change		
															Sept. 1986 from--		9 mo 1986 from 9 mo 1985
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.[p]	Sept.	Oct.	Nov.	Dec.	Sept. 1985	Aug. 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	37,972	41,666	38,836	39,353	41,598	38,669	36,963	39,527	44,041	56,786	+4.6	-7.0	+3.8
	Durable goods, total	2,679	2,554	3,116	3,361	3,704	3,567	3,733	3,710	3,614	3,138	3,346	3,717	5,246	+15.2	-2.6	+8.3
553	Auto and home supply stores	361	341	412	451	466	449	500	494	465	409	455	454	437	+13.7	-5.9	+11.0
	Nondurable goods, total	31,847	30,149	35,959	34,611	37,962	35,269	35,620	37,888	35,055	33,825	36,181	40,324	51,540	+3.6	-7.5	+3.4
53	General mdse. group stores	8,708	8,911	11,863	11,690	13,158	11,964	11,415	13,026	11,736	11,140	12,239	15,387	23,218	+5.4	-9.9	+5.0
531	Department stores	7,628	7,731	10,353	10,239	11,518	10,569	10,127	11,598	10,452	9,738	10,740	13,333	20,031	+7.3	-9.9	+6.0
533	Variety stores	461	444	670	590	631	540	479	537	464	573	582	660	1,167	-19.0	-13.6	-6.4
539	Misc. general mdse. stores	619	736	840	861	1,009	855	809	891	820	829	917	1,394	2,020	-1.1	-8.0	+1.3
54	Food stores	13,401	12,073	13,419	12,835	14,165	13,063	13,947	13,889	13,049	12,408	12,979	13,516	14,177	+5.2	-6.0	+3.8
541	Grocery stores	13,235	11,904	13,225	12,677	13,992	12,897	13,781	13,721	12,891	12,260	12,822	13,340	13,880	+5.1	-6.0	+3.8
56	Apparel and accessory stores	1,743	1,726	2,561	2,318	2,533	2,340	2,244	2,846	2,484	2,212	2,351	2,849	4,234	+12.3	-12.7	+11.3
562,3,8	Women's clothing, spec., furs	785	788	1,126	1,027	1,107	1,043	1,062	1,201	1,127	981	1,049	1,260	1,840	+14.9	-6.2	+12.4
562	Women's ready-to-wear	768	769	1,100	1,004	1,084	1,022	1,042	1,177	1,103	958	1,023	1,233	1,798	+15.1	-6.3	+12.8
565	Family clothing stores	453	438	665	613	678	613	575	775	644	592	635	823	1,274	+8.8	-16.9	+8.4
566	Shoe stores	356	352	550	476	519	467	428	608	484	438	457	495	661	+10.5	-20.4	+11.8
5812	Eating places	2,268	2,125	2,485	2,459	2,588	2,564	2,728	2,770	2,544	2,386	2,436	2,379	2,405	+6.6	-8.2	+6.4
591	Drug and proprietary stores	2,083	1,939	2,213	2,079	2,251	2,185	2,186	2,222	2,143	2,016	2,122	2,147	3,174	+6.3	-3.6	+3.9
	Adjusted for seasonal variations, holiday, and trading-day differences								See	note	1						
	Retail trade, total	40,077	40,282	40,533	40,284	40,276	40,473	41,024	41,222	41,174	39,683	39,664	40,028	40,234	+3.8	-.1	+3.9
553	Auto and home supply stores	424	437	436	443	434	433	464	475	464	420	419	429	423	+10.5	-2.3	+10.9
53	General mdse. group stores	12,454	12,724	12,962	12,963	12,886	12,889	13,014	13,185	12,974	12,441	12,394	12,558	12,500	+4.3	-1.6	+5.1
531	Department stores	10,851	11,060	11,266	11,301	11,270	11,316	11,482	11,680	11,486	10,808	10,827	10,974	10,940	+6.3	-1.7	+6.1
533	Variety stores	640	607	695	641	616	594	534	544	529	654	616	606	609	-19.1	-2.8	-6.0
541	Grocery stores	13,156	13,125	13,225	13,096	13,175	13,269	13,484	13,347	13,541	13,015	12,925	13,015	13,181	+4.0	+1.5	+3.8
56	Apparel and accessory stores	2,435	2,497	2,543	2,544	2,542	2,578	2,597	2,648	2,636	2,368	2,403	2,448	2,423	+11.3	-.5	+11.7
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,101	1,107	1,146	1,161	1,174	1,209	1,055	1,059	1,100	1,077	+14.6	+3.0	+12.8
566	Shoe stores	452	477	482	507	503	508	518	547	492	452	461	452	459	+8.8	-10.1	+12.2
591	Drug and proprietary stores	2,207	2,169	2,220	2,224	2,238	2,260	2,268	2,300	2,309	2,187	2,227	2,164	2,189	+5.6	+.4	+4.0

[p] Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business). Group totals include kinds of business not shown separately.

Table 5. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.	Nov.	Dec
	Retail trade, total	38,271	38,733	38,776	39,086	39,132	39,014	39,240	39,534	39,683	39,664	40,028	40,234
553	Auto & home supply stores	400	396	402	402	404	399	393	400	420	419	429	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,275	12,166	12,281	12,466	12,441	12,394	12,558	12,500
531	Department stores	10,365	10,634	10,600	10,723	10,663	10,564	10,674	10,846	10,808	10,827	10,974	10,940
533	Variety stores	624	641	646	645	640	636	629	630	654	616	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,816	12,851	12,871	12,738	13,015	12,925	13,015	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,295	2,295	2,323	2,379	2,368	2,403	2,448	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	999	1,013	1,036	1,041	1,055	1,059	1,100	1,077
566	Shoe stores	428	434	432	440	450	450	447	465	452	461	452	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,144	2,147	2,189	2,238	2,187	2,227	2,164	2,189

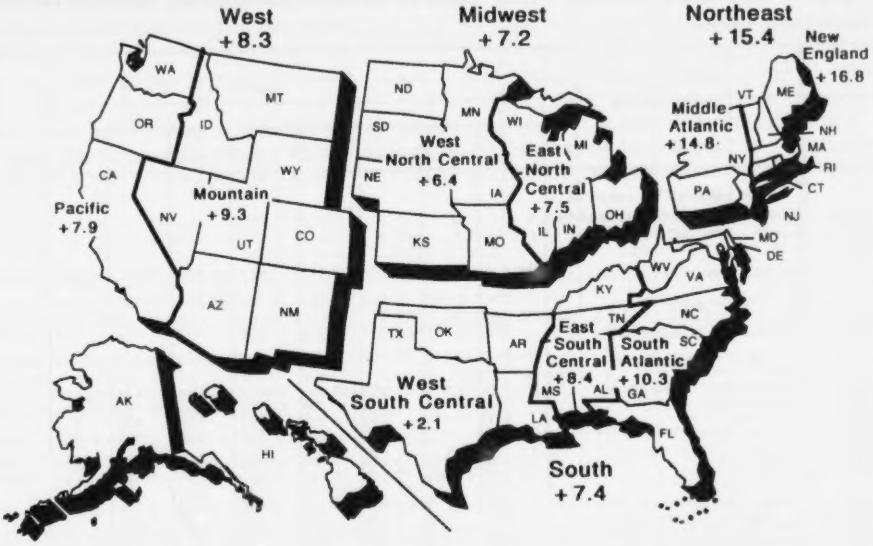
[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Figure 4.

Percent Change in Retail Sales: September 1986 From September 1985

(Based on data NOT ADJUSTED for seasonal Variations, holiday or trading – day differences)

UNITED STATES +9.3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+8.3
Midwest
+7.2
Northeast
+15.4
New England
+16.8
Middle Atlantic
+14.8
Pacific
+7.9
Mountain
+9.3
West North Central
+6.4
East North Central
+7.5
East South Central
+8.4
South Atlantic
+10.3
West South Central
+2.1
South
+7.4
WA
OR
CA
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Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986									1985				Percent change		
														Sept. 1986 from--		9 mos. 1986 from 9 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.[p]	Sept.	Oct.	Nov.	Dec.	Sept. 1985	Aug. 1986	
Northeast																
Retail trade, total	**23,451**	**21,903**	**24,984**	**25,380**	**27,907**	**26,836**	**26,740**	**27,471**	**28,433**	**24,635**	**25,444**	**26,203**	**30,786**	**+15.4**	**+3.5**	**+9.3**
Durable goods, total	8,076	7,841	9,053	9,957	10,932	10,854	10,530	10,574	12,441	9,394	8,982	8,780	9,792	+32.4	+17.7	+18.5
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,479	1,716	1,710	1,672	1,672	1,674	1,297	1,422	1,332	1,213	+29.1	+.1	+27.8
Automotive dealers	4,771	4,768	5,563	6,078	6,541	6,544	6,264	6,230	7,955	5,839	5,102	4,656	4,456	+36.2	+27.7	+18.0
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,284	1,420	1,378	1,429	1,428	1,443	1,197	1,353	1,500	1,863	+20.6	+1.1	+16.9
Nondurable goods, total	15,375	14,062	15,931	15,423	16,975	15,982	16,210	16,897	15,992	15,241	16,462	17,423	20,994	+4.9	-5.4	+4.2
General mdse. group stores	1,761	1,857	2,442	2,458	2,901	2,578	2,384	2,807	2,629	2,440	2,740	3,435	5,125	+7.7	-6.3	+5.4
Department stores	1,487	1,552	2,084	2,107	2,509	2,219	2,013	2,410	2,273	2,068	2,354	2,969	4,395	+9.9	-5.7	+6.3
Food stores	5,392	4,844	5,378	5,139	5,679	5,397	5,733	5,689	5,403	4,995	5,266	5,350	5,588	+8.2	-5.0	+7.4
Grocery stores	5,049	4,500	4,965	4,749	5,263	4,997	5,322	5,259	4,969	4,632	4,878	4,969	5,137	+7.3	-5.5	+8.3
Gasoline service stations	1,650	1,449	1,466	1,331	1,428	1,429	1,411	1,356	1,273	1,596	1,669	1,619	1,720	-20.2	-6.1	-12.8
Apparel & accessory stores	1,163	1,081	1,505	1,466	1,701	1,456	1,353	1,686	1,657	1,407	1,575	1,778	2,461	+17.8	-1.7	+10.1
Eating & drinking places	2,276	2,098	2,373	2,494	2,711	2,682	2,852	2,924	2,572	2,513	2,595	2,452	2,459	+2.3	-12.0	+4.6
Drug & proprietary stores	785	751	848	842	898	888	896	906	886	754	802	792	1,026	+17.5	-2.2	+10.9
GAF, total[1]	4,919	4,871	6,048	6,006	6,963	6,361	6,029	6,895	6,736	5,842	6,511	7,803	11,443	+15.3	-2.3	+10.2
Midwest[2]																
Retail trade, total	**24,301**	**23,176**	**26,772**	**27,729**	**29,951**	**28,856**	**28,569**	**29,251**	**29,599**	**27,613**	**28,074**	**28,476**	**32,369**	**+7.2**	**+1.2**	**+3.0**
Durable goods, total	8,665	8,620	10,041	11,174	12,018	11,887	11,402	11,374	12,955	10,930	10,134	9,633	10,510	+18.5	+13.9	+6.1
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,636	1,816	1,819	1,794	1,784	1,726	1,520	1,647	1,457	1,300	+13.6	-3.3	+11.1
Automotive dealers	5,582	5,775	6,624	7,384	7,804	7,716	7,222	7,118	8,894	7,233	6,077	5,587	5,513	+23.0	+25.0	+4.7
Furniture, home furn, and equipment stores	1,225	1,075	1,263	1,247	1,299	1,311	1,379	1,384	1,368	1,224	1,372	1,463	1,855	+11.8	-1.2	+14.2
Nondurable goods, total	15,636	14,556	16,731	16,555	17,933	16,969	17,167	17,877	16,644	16,683	17,940	18,843	21,859	-.2	-6.9	+1.1
General mdse. group stores	2,384	2,324	3,181	3,228	3,554	3,264	3,168	3,584	3,210	3,051	3,404	4,163	6,098	+5.2	-10.4	+4.2
Department stores	2,098	2,039	2,821	2,854	3,147	2,919	2,800	3,208	2,876	2,676	2,996	3,706	5,419	+7.5	-10.3	+6.0
Food stores	5,353	4,870	5,334	5,177	5,768	5,374	5,659	5,579	5,123	5,183	5,375	5,536	5,723	-1.2	-8.2	+1.5
Grocery stores	5,132	4,648	5,081	4,929	5,479	5,113	5,410	5,308	4,874	4,922	5,114	5,253	5,399	-1.0	-8.2	+2.2
Gasoline service stations	2,211	1,913	1,894	1,845	1,986	2,066	2,003	1,949	1,812	2,392	2,527	2,402	2,446	-24.2	-7.0	-17.7
Apparel & accessory stores	1,018	897	1,294	1,216	1,316	1,174	1,154	1,360	1,231	1,160	1,303	1,516	2,108	+6.1	-9.5	+6.5
Eating & drinking places	2,220	2,254	2,608	2,716	2,804	2,774	2,862	3,006	2,834	2,510	2,587	2,443	2,270	+12.9	-5.7	+11.8
Drug & proprietary stores	992	931	993	949	1,042	1,010	1,024	1,033	999	930	986	967	1,306	+7.4	-3.3	+5.1
GAF, total[1]	5,179	4,838	6,350	6,305	6,927	6,482	6,404	7,130	6,523	6,080	6,755	7,994	11,642	+7.3	-8.5	+6.5
South																
Retail trade, total	**35,370**	**33,284**	**38,538**	**38,749**	**41,775**	**39,475**	**40,014**	**40,971**	**40,382**	**37,610**	**38,052**	**38,711**	**46,050**	**+7.4**	**-1.4**	**+3.8**
Durable goods, total	13,649	12,834	14,645	15,595	16,831	16,076	16,262	16,325	17,864	15,397	14,627	13,911	15,815	+16.0	+9.4	+4.7
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,041	2,999	2,910	2,893	2,672	2,696	2,396	2,554	2,258	2,271	+12.5	+.9	+14.8
Automotive dealers	8,405	7,901	8,690	9,326	10,283	9,661	9,785	9,880	11,553	9,853	8,705	7,957	8,051	+17.3	+16.9	+.7
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	2,037	2,093	2,190	2,258	2,196	1,863	1,950	2,101	2,651	+17.9	-2.7	+11.2
Nondurable goods, total	21,721	20,450	23,893	23,154	24,944	23,399	23,752	24,646	22,518	22,213	23,425	24,800	30,235	+1.4	-8.6	+3.3
General mdse. group stores	3,192	3,300	4,485	4,332	4,786	4,306	4,159	4,710	4,133	4,004	4,367	5,477	8,512	+3.2	-12.3	+4.3
Department stores	2,604	2,676	3,655	3,537	3,930	3,586	3,504	3,968	3,468	3,234	3,551	4,404	6,794	+7.2	-12.6	+6.7
Food stores	8,138	7,476	8,353	8,017	8,710	8,233	8,652	8,563	7,898	7,866	8,096	8,322	8,626	+.4	-7.8	+3.1
Grocery stores	7,859	7,208	8,050	7,735	8,419	7,945	8,357	8,260	7,617	7,587	7,798	8,015	8,270	+.4	-7.8	+3.3
Gasoline service stations	2,624	2,293	2,317	2,302	2,445	2,351	2,351	2,231	2,136	2,635	2,685	2,584	2,733	-18.9	-4.3	-11.0
Apparel & accessory stores	1,514	1,448	2,105	1,879	2,010	1,779	1,748	2,125	1,802	1,745	1,799	2,077	3,164	+3.3	-15.2	+7.2
Eating & drinking places	3,324	3,130	3,649	3,821	4,069	3,996	4,113	4,212	3,746	3,369	3,507	3,379	3,407	+11.2	-11.1	+8.2
Drug & proprietary stores	1,281	1,229	1,361	1,288	1,353	1,281	1,292	1,308	1,262	1,136	1,265	1,275	1,714	+11.1	-3.5	+9.7
GAF, total[1]	7,512	7,370	9,543	9,079	9,952	9,230	9,148	10,269	9,250	8,568	9,171	10,930	16,771	+8.0	-9.9	+6.8
West																
Retail trade, total	**22,520**	**21,298**	**23,942**	**23,852**	**25,788**	**25,184**	**25,413**	**26,366**	**25,964**	**23,984**	**24,180**	**24,670**	**29,441**	**+8.3**	**-1.5**	**+4.1**
Durable goods, total	8,595	8,174	9,104	9,372	10,075	9,993	10,034	10,429	10,991	9,444	9,044	8,796	10,229	+16.4	+5.4	+6.5
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,546	1,598	1,689	1,674	1,652	1,738	1,328	1,327	1,189	1,209	+30.9	+5.2	+19.4
Automotive dealers	5,053	4,884	5,364	5,454	5,948	5,819	5,730	6,008	6,622	5,619	5,123	4,903	5,073	+17.9	+10.2	+3.6
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,246	1,338	1,307	1,362	1,442	1,425	1,225	1,308	1,342	1,733	+16.3	-1.2	+8.6
Nondurable goods, total	13,925	13,124	14,838	14,480	15,713	15,191	15,379	15,937	14,973	14,540	15,136	15,874	19,212	+3.0	-6.0	+2.6
General mdse. group stores	2,046	2,069	2,553	2,480	2,776	2,607	2,534	2,821	2,586	2,532	2,706	3,327	4,985	+2.1	-8.3	+3.2
Department stores	1,765	1,782	2,209	2,146	2,399	2,247	2,202	2,451	2,254	2,176	2,315	2,831	4,295	+3.6	-8.0	+3.4
Food stores	5,065	4,623	5,148	5,021	5,478	5,202	5,415	5,376	5,041	4,709	4,972	5,089	5,472	+7.1	-6.2	+5.1
Grocery stores	4,709	4,274	4,757	4,636	5,074	4,823	5,034	4,991	4,667	4,374	4,618	4,727	4,959	+6.7	-6.5	+4.3
Gasoline service stations	1,582	1,467	1,496	1,463	1,583	1,605	1,625	1,574	1,662	1,757	1,766	1,680	1,719	-5.4	+5.6	-8.7
Apparel & accessory stores	999	975	1,224	1,176	1,286	1,271	1,278	1,435	1,305	1,179	1,204	1,438	2,050	+10.7	-9.1	+9.4
Eating & drinking paces	2,518	2,344	2,679	2,632	2,793	2,798	2,821	2,998	2,691	2,595	2,618	2,480	2,592	+3.7	-10.2	+4.4
Drug & proprietary stores	770	708	795	786	825	815	818	813	781	775	810	798	1,140	+.8	-3.9	+1.2
GAF, total[1]	5,133	4,967	5,915	5,780	6,369	6,133	6,141	6,746	6,300	5,877	6,190	7,219	10,692	+7.2	-6.6	+5.4

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986									1985				Percent change		
														Sept. 1986 from--		9 mos. 1986 from 9 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.[p]	Sept.	Oct.	Nov.	Dec.	Sept. 1985	Aug. 1986	
New England	**7,150**	**6,664**	**7,480**	**7,630**	**8,359**	**8,110**	**8,214**	**8,451**	**8,711**	**7,461**	**7,777**	**7,811**	**9,108**	**+16.8**	**+3.1**	**+11.6**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,693	5,078	4,750	4,906	5,196	4,853	4,517	5,008	5,289	6,266	+7.4	-6.6	+5.9
Gen. mdse. group stores	513	539	702	717	839	749	707	841	778	695	767	971	1,471	+11.9	-7.5	+8.0
Department stores	407	411	555	571	673	599	563	676	628	549	622	782	1,179	+14.4	-7.1	+7.9
Food stores	1,534	1,360	1,494	1,470	1,630	1,519	1,671	1,712	1,602	1,441	1,557	1,536	1,562	+11.2	-6.4	+6.4
GAF, total[1]	1,238	1,261	1,590	1,598	1,834	1,680	1,600	1,882	1,805	1,543	1,710	2,059	3,070	+17.0	-4.1	+11.4
Middle Atlantic	**16,301**	**15,239**	**17,504**	**17,750**	**19,548**	**18,726**	**18,526**	**19,020**	**19,722**	**17,174**	**17,667**	**18,392**	**21,678**	**+14.8**	**+3.7**	**+8.4**
Durable goods, total	5,706	5,513	6,370	7,020	7,651	7,494	7,222	7,319	8,583	6,450	6,213	6,258	6,950	+33.1	+17.3	+17.1
Automotive dealers	3,311	3,257	3,846	4,212	4,475	4,404	4,204	4,224	5,375	3,916	3,463	3,236	3,089	+37.3	+27.2	+16.0
Nondurable goods, total	10,595	9,726	11,134	10,730	11,897	11,232	11,304	11,701	11,139	10,724	11,454	12,134	14,728	+3.9	-4.8	+3.5
Gen. mdse. group stores	1,248	1,318	1,740	1,741	2,062	1,829	1,677	1,966	1,851	1,745	1,973	2,464	3,654	+6.1	-5.8	+4.4
Department stores	1,080	1,141	1,529	1,536	1,836	1,620	1,450	1,734	1,645	1,519	1,732	2,187	3,216	+8.3	-5.1	+5.7
Food stores	3,858	3,484	3,884	3,669	4,049	3,878	4,062	3,977	3,801	3,554	3,709	3,814	4,026	+6.9	-4.4	+7.8
Gasoline service stations	1,103	956	981	884	951	958	951	900	840	1,092	1,118	1,077	1,152	-23.1	-6.7	-17.3
Apparel & accessory strs.	869	792	1,116	1,083	1,295	1,095	1,020	1,252	1,254	1,063	1,175	1,309	1,856	+18.0	+.2	+9.3
Eating & drinking places	1,498	1,393	1,594	1,642	1,807	1,807	1,890	1,952	1,723	1,747	1,737	1,646	1,676	-1.4	-11.7	+1.6
Drug & proprietary stores	588	553	644	643	672	680	695	686	661	551	595	581	747	+20.0	-3.6	+16.4
GAF, total[1]	3,681	3,610	4,458	4,408	5,129	4,681	4,429	5,013	4,931	4,299	4,801	5,744	8,373	+14.7	-1.6	+9.7
East North Central	**16,969**	**16,300**	**18,923**	**19,572**	**21,180**	**20,548**	**20,210**	**20,586**	**20,825**	**19,370**	**19,545**	**19,931**	**22,888**	**+7.5**	**+1.2**	**+3.8**
Durable goods, total	5,975	6,021	7,021	7,827	8,466	8,459	7,965	7,802	8,883	7,568	6,937	6,632	7,441	+17.4	+13.9	+7.2
Automotive dealers	3,879	4,047	4,664	5,177	5,502	5,559	5,069	4,860	6,093	5,029	4,158	3,808	3,883	+21.2	+25.4	+6.0
Furniture, home furn. strs.	843	764	912	913	945	960	1,005	1,006	988	881	968	1,068	1,326	+12.1	-1.8	+13.4
Nondurable goods, total	10,994	10,279	11,902	11,745	12,714	12,089	12,245	12,784	11,942	11,802	12,608	13,299	15,447	+1.2	-6.6	+1.7
Gen. mdse. group stores	1,661	1,616	2,236	2,273	2,474	2,291	2,231	2,514	2,256	2,136	2,405	2,961	4,313	+5.6	-10.3	+4.3
Department stores	1,480	1,443	2,008	2,033	2,220	2,068	1,982	2,270	2,043	1,900	2,146	2,672	3,878	+7.5	-10.0	+5.9
Food stores	3,647	3,325	3,668	3,542	3,976	3,690	3,945	3,889	3,564	3,542	3,642	3,757	3,893	+.6	-8.4	+1.6
Gasoline service stations	1,547	1,347	1,333	1,271	1,368	1,453	1,434	1,407	1,316	1,666	1,724	1,615	1,671	-21.0	-6.5	-16.3
Apparel & accessory strs.	758	661	963	907	994	886	850	1,006	918	867	957	1,141	1,576	+5.9	-8.7	+6.2
Eating & drinking places	1,574	1,640	1,889	1,960	2,065	2 046	2,063	2,199	2,070	1,823	1,853	1,777	1,600	+13.5	-5.9	+12.0
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,545	4,981	4,582	4,609	5,110	4,681	4,359	4,834	5,789	8,405	+7.4	-8.4	+6.7
West North Central	**7,332**	**6,876**	**7,849**	**8,157**	**8,771**	**8,308**	**8,359**	**8,665**	**8,774**	**8,243**	**8,529**	**8,545**	**9,481**	**+6.4**	**+1.3**	**+1.2**
Durable goods, total	2,690	2,599	3,020	3,347	3,552	3,428	3,437	3,572	4,072	3,362	3,197	3,001	3,069	+21.1	+14.0	+3.7
Automotive dealers	1,703	1,728	1,960	2,207	2,302	2,157	2,153	2,258	2,801	2,204	1,919	1,779	1,630	+27.1	+24.0	+1.8
Nondurable goods, total	4,642	4,277	4,829	4,810	5,219	4,880	4,922	5,093	4,702	4,881	5,332	5,544	6,412	-3.7	-7.7	-.4
Gen. mdse. group stores	723	708	945	955	1,080	973	937	1,070	954	915	999	1,222	1,785	+4.3	-10.8	+4.0
Department stores	618	596	813	821	927	851	818	938	833	776	850	1,034	1,541	+7.3	-11.2	+6.4
Food stores	1,706	1,545	1,666	1,635	1,792	1,684	1,714	1,690	1,559	1,641	1,733	1,779	1,830	-5.0	-7.8	+1.3
Gasoline service stations	664	566	561	574	618	613	569	542	496	726	803	787	775	-31.7	-8.5	-20.9
Apparel & accessory strs.	260	236	331	309	322	288	304	354	313	293	346	375	532	+6.8	-11.6	+7.6
GAF, total[1]	1,510	1,403	1,793	1,760	1,946	1,800	1,795	2,020	1,842	1,721	1,921	2,205	3,237	+7.0	-8.8	+6.0
South Atlantic	**18,748**	**17,664**	**20,445**	**20,657**	**22,199**	**20,836**	**20,986**	**21,556**	**21,480**	**19,474**	**19,919**	**20,258**	**24,042**	**+10.3**	**-.4**	**+6.3**
Durable goods, total	7,844	7,377	8,351	8,978	9,674	9,167	9,151	9,199	10,143	8,518	8,191	7,881	8,855	+19.1	+10.3	+8.3
Automotive dealers	4,825	4,576	4,967	5,423	5,966	5,537	5,517	5,605	6,572	5,527	4,963	4,582	4,507	+18.9	+17.3	+3.4
Furniture, home furn. strs.	1,015	958	1,081	1,036	1,126	1,164	1,213	1,237	1,196	987	1,058	1,183	1,461	+21.2	-3.3	+14.9
Nondurable goods, total	10,904	10,287	12,094	11,679	12,525	11,669	11,835	12,357	11,337	10,956	11,728	12,377	15,187	+3.5	-8.3	+4.9
Gen. mdse. group stores	1,564	1,642	2,214	2,170	2,374	2,124	2,023	2,323	2,071	1,958	2,149	2,749	4,327	+5.8	-10.8	+5.2
Department stores	1,250	1,303	1,775	1,739	1,912	1,749	1,675	1,918	1,705	1,577	1,735	2,170	3,393	+8.1	-11.1	+7.2
Food stores	4,024	3,635	4,113	3,937	4,294	4,048	4,296	4,261	3,920	3,812	4,009	4,116	4,250	+2.8	-8.0	+4.1
Gasoline service stations	1,431	1,263	1,269	1,257	1,294	1,216	1,242	1,233	1,184	1,387	1,431	1,356	1,445	-14.6	-4.0	-7.2
Apparel & accessory strs.	717	687	1,054	946	1,011	908	861	1,051	902	805	872	994	1,513	+12.0	-14.2	+13.4
GAF, total[1]	3,805	3,786	4,900	4,678	5,096	4,764	4,669	5,240	4,770	4,223	4,631	5,578	8,551	+13.0	-9.0	+10.1
East South Central	**5,536**	**5,162**	**6,076**	**6,174**	**6,774**	**6,525**	**6,811**	**6,959**	**6,701**	**6,184**	**6,370**	**6,338**	**7,364**	**+8.4**	**-3.7**	**+6.1**
Durable goods, total	1,917	1,853	2,200	2,352	2,634	2,549	2,686	2,735	2,875	2,378	2,312	2,100	2,288	+20.9	+5.1	+12.5
Nondurable goods, total	3,619	3,309	3,876	3,822	4,140	3,976	4,125	4,224	3,826	3,806	4,058	4,238	5,076	+.5	-9.4	+2.4
Gen. mdse. group stores	544	556	796	785	852	772	746	835	723	710	787	1,006	1,506	+1.8	-13.4	+7.4
Department stores	422	424	613	606	661	605	598	676	584	536	595	772	1,134	+9.0	-13.6	+9.5
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,460	1,577	1,444	1,460	1,623	1,460	1,376	1,491	1,791	2,681	+6.1	-10.0	+9.6
West South Central	**11,086**	**10,458**	**12,017**	**11,918**	**12,802**	**12,114**	**12,217**	**12,456**	**12,201**	**11,952**	**11,763**	**12,115**	**14,644**	**+2.1**	**-2.0**	**-1.3**
Durable goods, total	3,888	3,604	4,094	4,265	4,523	4,360	4,425	4,391	4,846	4,501	4,124	3,930	4,672	+7.7	+10.4	-5.6
Automotive dealers	2,308	2,086	2,249	2,364	2,518	2,423	2,501	2,455	2,971	2,784	2,337	2,143	2,283	+6.7	+21.0	-11.4
Nondurable goods, total	7,198	6,854	7,923	7,653	8,279	7,754	7,792	8,065	7,355	7,451	7,639	8,185	9,972	-1.3	-8.8	+1.2
Gen. mdse. group stores	1,084	1,102	1,475	1,377	1,560	1,410	1,390	1,552	1,339	1,336	1,431	1,722	2,679	+.2	-13.7	+1.5
Department stores	932	949	1,267	1,192	1,357	1,232	1,231	1,374	1,179	1,121	1,221	1,462	2,267	+5.2	-14.2	+4.7
Food stores	2,783	2,664	2,899	2,756	2,955	2,759	2,834	2,811	2,634	2,728	2,747	2,871	2,981	-3.4	-6.3	+1.3
Apparel & accessory strs.	601	566	748	656	702	614	625	772	643	692	666	776	1,194	-7.1	-16.7	-.2
GAF, total[1]	2,596	2,496	3,146	2,941	3,279	3,022	3,019	3,406	3,020	2,969	3,049	3,561	5,539	+1.7	-11.3	+1.0
Mountain	**5,719**	**5,353**	**5,908**	**5,818**	**6,301**	**6,034**	**6,130**	**6,448**	**6,465**	**5,914**	**6,172**	**6,284**	**7,383**	**+9.3**	**+.3**	**+1.6**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,628	3,910	3,704	3,852	4,076	3,911	3,680	3,904	4,098	4,841	+6.3	-4.0	+.1
Gen. mdse. group stores	492	499	635	600	679	628	610	696	626	620	668	842	1,249	+1.0	-10.1	+2.0
Department stores	403	401	523	502	571	520	510	578	524	492	535	648	998	+6.5	-9.3	+6.1
Food stores	1,386	1,269	1,411	1,342	1,440	1,335	1,414	1,420	1,331	1,245	1,365	1,405	1,462	+6.9	-6.3	+.3
GAF, total[1]	1,208	1,164	1,439	1,343	1,460	1,362	1,381	1,602	1,452	1,370	1,465	1,693	2,617	+6.0	-9.4	+3.5
Pacific	**16,801**	**15,945**	**18,034**	**18,034**	**19,487**	**19,150**	**19,283**	**19,918**	**19,499**	**18,070**	**18,008**	**18,386**	**22,058**	**+7.9**	**-2.1**	**+4.9**
Durable goods, total	6,445	6,201	7,007	7,182	7,684	7,663	7,756	8,057	8,437	7,210	6,776	6,610	7,687	+17.0	+4.7	+7.2
Automotive dealers	3,819	3,727	4,217	4,242	4,572	4,500	4,478	4,729	5,120	4,339	3,862	3,707	3,910	+18.0	+8.3	+3.9
Furniture, home furn. strs.	972	872	962	962	1,037	1,013	1,051	1,097	1,088	953	1,010	1,044	1,329	+14.2	-.8	+9.9
Nondurable goods, total	10,356	9,744	11,027	10,852	11,803	11,487	11,527	11,861	11,062	10,860	11,232	11,776	14,371	+1.9	-6.7	+3.5
Gen. mdse. group stores	1,554	1,570	1,918	1,880	2,097	1,979	1,924	2,125	1,960	1,912	2,038	2,485	3,736	+2.5	-7.8	+3.6
Depatment stores	1,362	1,381	1,686	1,644	1,828	1,727	1,692	1,873	1,730	1,684	1,780	2,183	3,297	+2.7	-7.6	+2.6
Food stores	3,679	3,354	3,737	3,679	4,038	3,867	4,001	3,956	3,710	3,464	3,607	3,684	4,010	+7.1	-6.2	+7.0
Gasoline service stations	1,071	1,021	1,067	1,062	1,148	1,159	1,121	1,113	1,066	1,195	1,188	1,129	1,173	-10.8	-4.2	-7.3
Apparel & accessory strs.	784	768	940	917	1,027	1,041	1,027	1,118	1,044	946	949	1,159	1,594	+10.4	-6.6	+8.7
Eating & drinking places	1,950	1,774	2,037	2,003	2,119	2,116	2,127	2,225	1,983	2,001	2,035	1,916	2,011	-.9	-10.9	+3.4
Drug & proprietary stores	632	575	643	632	652	646	645	638	612	614	645	638	933	-.3	-4.1	+4.8
GAF, total[1]	3,925	3,803	4,476	4,437	4,909	4,771	4,760	5,144	4,848	4,507	4,725	5,526	8,075	+7.6	-5.8	+5.9

[p] Preliminary estimates.　S Data do not meet publication standards because of high sampling error.　[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986									1985				Percent change		
														Sept. 1986 from--		9 mos. 1986 from 9 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.^{p}	Sept.	Oct.	Nov.	Dec.	Sept. 1985	Aug. 1986	
California, total	**13,260**	**12,539**	**14,131**	**14,082**	**15,118**	**14,828**	**14,878**	**15,322**	**15,104**	**13,980**	**14,015**	**14,445**	**17,359**	**+8.0**	**-1.4**	**+4.9**
Durable goods, total	5,288	5,042	5,708	5,823	6,193	6,199	6,248	6,457	6,766	5,707	5,412	5,345	6,350	+18.6	+4.8	+8.4
Nondurable goods, total	7,972	7,497	8,423	8,259	8,925	8,629	8,630	8,865	8,338	8,273	8,603	9,100	11,009	+.8	-5.9	+2.5
Department stores	1,070	1,092	1,316	1,288	1,438	1,365	1,310	1,445	1,362	1,314	1,392	1,742	2,626	+3.7	-5.7	+2.2
GAF, total[1]	2,973	2,917	3,422	3,369	3,741	3,631	3,575	3,859	3,671	3,426	3,576	4,239	6,244	+7.2	-4.9	+5.1
Florida, total	**6,118**	**5,886**	**6,518**	**6,317**	**6,647**	**6,273**	**6,290**	**6,429**	**6,497**	**5,635**	**5,907**	**6,148**	**7,359**	**+15.3**	**+1.1**	**+9.9**
Durable goods, total	2,825	2,696	2,810	2,848	3,053	2,920	2,902	2,917	3,296	2,607	2,643	2,652	3,036	+26.4	+13.0	+15.0
Nondurable goods, total	3,293	3,190	3,708	3,469	3,594	3,353	3,388	3,512	3,201	3,028	3,264	3,496	4,323	+5.7	-8.9	+5.9
Department stores	449	474	606	563	601	553	543	611	528	487	551	665	1,068	+8.4	-13.6	+6.0
GAF, total[1]	1,441	1,413	1,730	1,584	1,620	1,559	1,552	1,693	1,512	1,324	1,492	1,751	2,705	+14.2	-10.7	+12.1
Illinois, total	**4,561**	**4,355**	**5,132**	**5,288**	**5,720**	**5,524**	**5,528**	**5,576**	**5,592**	**5,191**	**5,333**	**5,425**	**6,315**	**+7.7**	**+.3**	**+3.2**
Nondurable goods, total	2,965	2,776	3,289	3,238	3,508	3,291	3,359	3,490	3,332	3,269	3,558	3,720	4,363	+1.9	-4.5	+1.5
Department stores	387	376	521	527	580	546	512	581	522	498	561	687	1,027	+4.8	-10.2	+4.3
GAF, total[1]	1,038	985	1,299	1,291	1,445	1,329	1,292	1,437	1,304	1,231	1,341	1,600	2,334	+5.9	-9.3	+6.5
Indiana, total	**2,256**	**2,239**	**2,447**	**2,515**	**2,734**	**2,652**	**2,594**	**2,793**	**2,853**	**2,535**	**2,509**	**2,567**	**2,884**	**+12.5**	**+2.1**	**+1.7**
Nondurable goods, total	1,538	1,441	1,661	1,624	1,779	1,670	1,687	1,800	1,660	1,610	1,700	1,777	2,066	+3.1	-7.8	+.6
Department stores	174	171	247	243	269	249	241	280	242	220	255	328	489	+10.0	-13.6	+7.4
GAF, total[1]	419	386	540	521	555	534	521	601	529	496	502	670	997	+6.7	-12.0	+7.4
Louisiana, total	**1,616**	**1,527**	**1,700**	**1,674**	**1,851**	**1,738**	**1,735**	**1,774**	**1,736**	**1,708**	**1,667**	**1,860**	**2,134**	**+1.6**	**-2.1**	**-1.6**
Nondurable goods, total	1,116	1,045	1,181	1,098	1,225	1,141	1,148	1,183	1,089	1,134	1,164	1,291	1,522	-4.0	-7.9	-.9
Department stores	133	136	189	166	195	183	178	197	167	157	175	219	328	+6.4	-15.2	+3.9
GAF, total[1]	354	344	464	429	476	428	423	458	393	412	436	549	806	-4.6	-14.2	+.8
Maryland, total	**2,077**	**1,979**	**2,414**	**2,419**	**2,671**	**2,505**	**2,550**	**2,675**	**2,669**	**2,292**	**2,317**	**2,367**	**2,812**	**+16.4**	**-.2**	**+9.5**
Nondurable goods, total	1,228	1,142	1,373	1,340	1,469	1,343	1,346	1,442	1,356	1,334	1,376	1,468	1,758	+1.6	-6.0	+1.3
Department stores	149	156	211	215	252	222	203	238	226	210	229	289	440	+7.6	-5.0	+6.2
GAF, total[1]	436	442	619	593	688	624	606	686	614	520	580	682	1,065	+18.1	-10.5	+17.5
Massachusetts, total	**3,336**	**3,105**	**3,594**	**3,666**	**4,013**	**3,894**	**3,828**	**3,939**	**4,178**	**3,594**	**3,728**	**3,702**	**4,249**	**+16.2**	**+6.1**	**+10.5**
Nondurable goods, total	2,082	1,901	2,140	2,118	2,310	2,131	2,192	2,300	2,174	2,037	2,272	2,395	2,734	+6.7	-5.5	+5.7
Department stores	193	198	264	268	317	281	261	312	297	261	296	368	552	+13.8	-4.8	+7.4
GAF, total[1]	590	598	773	759	870	797	731	865	837	728	822	988	1,450	+15.0	-3.2	+11.1
Michigan, total	**3,912**	**3,788**	**4,384**	**4,514**	**5,039**	**4,802**	**4,655**	**4,730**	**4,784**	**4,337**	**4,417**	**4,556**	**5,317**	**+10.3**	**+1.1**	**+7.9**
Durable goods, total	1,346	1,399	1,632	1,818	2,099	1,950	1,807	1,786	2,105	1,737	1,654	1,603	1,822	+21.2	+17.9	+9.4
Nondurable goods, total	2,566	2,389	2,752	2,696	2,940	2,852	2,848	2,944	2,679	2,600	2,763	2,953	3,495	+3.0	-9.0	+7.0
Department stores	403	381	504	513	571	539	514	570	536	485	538	652	889	+10.5	-6.0	+8.0
GAF, total[1]	971	896	1,163	1,164	1,312	1,223	1,208	1,309	1,217	1,109	1,246	1,477	2,045	+9.7	-7.0	+9.4
Minnesota, total	**2,002**	**1,905**	**2,110**	**2,248**	**2,405**	**2,324**	**2,297**	**2,345**	**2,571**	**2,289**	**2,370**	**2,328**	**2,518**	**+12.3**	**+9.6**	**+1.7**
Nondurable goods, total	1,177	1,122	1,239	1,256	1,408	1,334	1,327	1,387	1,300	1,253	1,370	1,421	1,626	+3.8	-6.3	+2.1
Department stores	161	157	211	210	234	220	205	239	219	208	237	266	391	+5.3	-8.4	+4.4
GAF, total[1]	385	354	451	460	490	469	463	522	492	439	484	556	795	+12.1	-5.7	+11.5
Missouri, total	**2,287**	**2,204**	**2,590**	**2,578**	**2,784**	**2,561**	**2,602**	**2,808**	**2,765**	**2,584**	**2,594**	**2,649**	**2,933**	**+7.0**	**-1.5**	**+3.0**
Nondurable goods, total	1,488	1,360	1,575	1,534	1,640	1,518	1,545	1,613	1,483	1,513	1,650	1,728	2,020	-2.0	-8.1	+2.3
Department stores	203	199	268	274	305	279	267	301	269	252	273	348	512	+6.7	-10.6	+6.6
GAF, total[1]	454	431	569	551	605	560	546	617	559	530	563	687	1,021	+5.5	-9.4	+4.7
New Jersey, total	**3,868**	**3,499**	**4,052**	**4,202**	**4,672**	**4,438**	**4,406**	**4,450**	**4,526**	**4,019**	**4,104**	**4,238**	**5,128**	**+12.6**	**+1.7**	**+9.6**
Nondurable goods, total	2,393	2,118	2,486	2,411	2,662	2,552	2,600	2,667	2,531	2,450	2,586	2,729	3,347	+3.3	-5.1	+1.4
Department stores	227	258	334	340	415	363	318	391	372	334	373	476	737	+11.4	-4.9	+9.2
GAF, total[1]	900	884	1,083	1,064	1,236	1,114	1,052	1,196	1,169	1,022	1,143	1,387	2,034	+14.4	-2.3	+9.3
New York, total	**7,611**	**7,066**	**8,008**	**8,138**	**8,885**	**8,515**	**8,434**	**8,678**	**9,133**	**7,860**	**8,183**	**8,425**	**9,931**	**+16.2**	**+5.2**	**+8.2**
Durable goods, total	2,629	2,491	2,854	3,148	3,337	3,284	3,168	3,248	3,939	2,903	2,842	2,861	3,165	+35.7	+21.3	+15.5
Nondurable goods, total	4,982	4,575	5,154	4,990	5,548	5,231	5,266	5,430	5,194	4,957	5,341	5,564	6,766	+4.8	-4.3	+4.2
Department stores	482	503	658	659	807	714	626	752	726	664	763	926	1,374	+9.3	3.5	+5.4
GAF, total[1]	1,805	1,735	2,102	2,110	2,496	2,278	2,131	2,409	2,432	2,068	2,298	2,676	3,951	+17.6	+1.0	+12.4
North Carolina, total	**2,635**	**2,409**	**2,724**	**2,858**	**3,209**	**3,087**	**3,092**	**3,274**	**3,190**	**2,830**	**2,843**	**2,895**	**3,483**	**+12.7**	**-2.6**	**+5.2**
Nondurable goods, total	1,544	1,456	1,669	1,611	1,846	1,706	1,706	1,821	1,633	1,566	1,696	1,830	2,262	+4.3	-10.3	+7.3
Department stores	134	131	190	195	214	198	198	216	192	178	188	239	385	+7.9	-11.1	+7.5
GAF, total[1]	497	477	627	623	712	652	647	716	651	591	629	777	1,211	+10.2	-9.1	+5.4
Ohio, total	**4,506**	**4,284**	**5,029**	**5,243**	**5,484**	**5,367**	**5,327**	**5,326**	**5,392**	**5,160**	**5,128**	**5,164**	**5,879**	**+4.5**	**+1.2**	**+3.2**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,917	3,078	2,910	2,994	3,117	2,876	2,966	3,136	3,283	3,843	-3.0	-7.7	-2.3
Department stores	366	367	530	541	575	528	510	594	532	504	566	713	1,063	+5.6	-10.4	+4.3
GAF, total[1]	861	820	1,105	1,105	1,173	1,121	1,118	1,222	1,129	1,061	1,171	1,422	2,144	+6.4	-7.6	+5.2
Pennsylvania, total	**4,822**	**4,674**	**5,444**	**5,410**	**5,991**	**5,773**	**5,686**	**5,892**	**6,063**	**5,295**	**5,380**	**5,729**	**6,619**	**+14.5**	**+2.9**	**+7.8**
Durable goods, total	1,602	1,641	1,950	2,081	2,304	2,324	2,248	2,288	2,649	1,978	1,853	1,888	2,004	+33.9	+15.8	+14.2
Nondurable goods, total	3,220	3,033	3,494	3,329	3,687	3,449	3,438	3,604	3,414	3,317	3,527	3,841	4,615	+2.9	-5.3	+4.1
Department stores	371	380	537	537	614	543	506	591	547	521	596	785	1,105	+5.0	-7.4	+4.1
GAF, total[1]	976	991	1,273	1,234	1,397	1,289	1,246	1,408	1,330	1,209	1,360	1,681	2,388	+10.0	-5.5	+5.6
Tennessee, total	**2,030**	**1,894**	**2,330**	**2,388**	**2,553**	**2,417**	**2,508**	**2,471**	**2,339**	**2,253**	**2,317**	**2,297**	**2,800**	**+3.8**	**-5.3**	**+9.2**
Nondurable goods, total	1,273	1,159	1,402	1,406	1,465	1,405	1,433	1,459	1,316	1,358	1,447	1,524	1,861	-3.1	-9.8	+2.4
Department stores	153	153	222	217	237	217	214	241	211	195	217	284	420	+8.2	-12.4	+8.2
GAF, total[1]	430	411	573	554	600	533	546	600	540	513	575	709	1,075	+5.3	-10.0	+10.4
Texas, total	**7,400**	**7,038**	**8,135**	**8,109**	**8,619**	**8,195**	**8,298**	**8,419**	**8,255**	**8,097**	**7,919**	**8,081**	**9,882**	**+2.0**	**-1.9**	**-1.4**
Durable goods, total	2,644	2,468	2,836	2,973	3,144	3,034	3,129	3,081	3,395	3,145	2,877	2,698	3,236	+7.9	+10.2	-5.7
Nondurable goods, total	4,756	4,570	5,299	5,136	5,475	5,161	5,169	5,338	4,860	4,952	5,042	5,383	6,646	-1.9	9.0	+1.3
Department stores	611	629	825	775	879	791	801	897	774	744	806	950	1,498	+4.0	-13.7	-4.2
GAF, total[1]	1,768	1,712	2,099	1,980	2,200	2,032	2,039	2,326	2,079	2,033	2,053	2,356	3,723	+2.3	-10.6	+.7
Virginia, total	**2,550**	**2,354**	**2,882**	**2,927**	**3,082**	**2,911**	**2,901**	**2,989**	**3,017**	**2,756**	**2,804**	**2,810**	**3,310**	**+9.5**	**+.9**	**+3.7**
Nondurable goods, total	1,625	1,545	1,867	1,813	1,955	1,841	1,845	1,881	1,754	1,645	1,769	1,839	2,280	+6.6	-6.8	+2.7
Department stores	157	161	227	224	255	230	220	251	237	214	233	304	460	+10.7	-5.6	+8.3
GAF, total[1]	478	464	615	618	679	612	605	689	676	580	636	788	1,119	+16.6	-1.9	+9.2
Wisconsin, total	**1,734**	**1,634**	**1,931**	**2,012**	**2,203**	**2,203**	**2,106**	**2,161**	**2,204**	**2,147**	**2,158**	**2,219**	**2,493**	**+2.7**	**+2.0**	**+1.0**
Durable goods, total	570	497	655	742	794	837	749	728	809	790	707	653	613	+2.4	+11.1	-2.0
Nondurable goods, total	1,164	1,137	1,276	1,270	1,409	1,366	1,357	1,433	1,395	1,357	1,451	1,566	1,680	+2.8	-2.7	+2.7
Department stores	150	148	206	209	225	206	205	245	211	193	226	292	410	+9.3	-13.9	+6.9
GAF, total[1]	380	348	450	464	496	475	470	541	502	462	514	620	885	+8.7	-7.2	+3.4

^{p}Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986									1985				Percent change		
														Sept. 1986 from--		9 mos. 1986 from 9 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.^{p}	Sept.	Oct.	Nov.	Dec.	Sept. 1985	Aug. 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	3,392	3,295	3,777	3,853	4,115	3,940	4,060	4,094	4,138	3,788	3,932	4,003	4,608	+9.2	+1.1	+6.0
Nondurable goods, total	2,176	2,073	2,395	2,331	2,486	2,322	2,403	2,514	2,435	2,345	2,586	2,718	3,177	+3.8	-3.1	+3.9
Department stores	267	262	362	361	400	377	356	406	367	357	404	479	732	+2.8	-9.6	+1.9
GAF, total[2]	756	721	944	925	1,027	962	923	1,040	962	925	1,003	1,183	1,730	+4.0	-7.5	+6.9
New York, N.Y.-Northeastern N.J.-Southwestern Ct., total	7,755	7,272	8,285	8,295	9,143	8,729	8,477	8,680	9,180	7,866	8,196	8,517	10,244	+16.7	+5.8	+9.
Nondurable goods, total	5,107	4,697	5,321	5,086	5,585	5,339	5,233	5,380	5,294	4,932	5,325	5,617	6,908	+7.3	-1.6	+4.9
Department stores	472	524	661	656	816	713	593	729	730	660	759	918	1,409	+10.6	+.1	+6.3
GAF, total[2]	1,919	1,910	2,297	2,311	2,671	2,456	2,265	2,537	2,613	2,195	2,445	2,859	4,177	+19.0	+3.0	+10.5
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., total	1,352	1,325	1,461	1,435	1,594	1,537	1,532	1,611	1,537	1,459	1,413	1,507	1,816	+5.3	-4.6	+2.9
Nondurable goods, total	771	742	831	815	890	857	854	887	836	804	846	911	1,119	+4.0	-5.7	+4.1
Department stores	108	111	129	130	143	138	130	139	135	132	140	179	276	+2.3	-2.9	+.8
GAF, Total[2]	319	318	370	357	393	394	380	402	387	382	376	462	692	+1.3	-3.7	+.8
Atlanta, Ga., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	111	120	167	163	179	166	152	183	163	154	165	207	319	+5.8	-10.9	+6.5
GAF, total[2]	247	266	354	341	393	363	331	381	344	331	354	438	650	+3.9	-9.7	+6.6
Baltimore, Md., total	958	913	1,081	1,099	1,239	1,133	1,155	1,222	1,207	1,043	1,094	1,156	1,316	+15.7	-1.2	+6.7
Nondurable goods, total	652	609	686	687	754	689	691	745	696	679	739	791	913	+2.5	-6.6	+1.9
Department stores	67	70	97	97	115	104	88	107	101	95	105	136	207	+6.3	-5.6	+5.8
GAF, total[2]	200	197	258	257	286	265	249	285	274	244	269	323	502	+12.3	-3.9	+7.3
Boston, Mass[3]., total	2,188	2,004	2,282	2,392	2,563	2,451	2,404	2,469	2,671	2,291	2,435	2,416	2,767	+16.6	+8.2	+7.7
Nondurable goods, total	1,351	1,217	1,351	1,370	1,468	1,335	1,354	1,440	1,385	1,292	1,479	1,536	1,748	+7.2	-3.8	+4.3
Department stores	121	127	166	167	199	174	158	194	189	165	187	229	349	+14.5	-2.6	+7.6
GAF, total[2]	399	386	502	510	573	530	486	572	567	511	571	674	980	+11.0	-.9	+6.6
Chicago, Ill., total	3,123	3,052	3,500	3,557	3,830	3,669	3,777	3,805	3,863	3,504	3,629	3,715	4,295	+10.2	+1.5	+6.9
Nondurable goods, total	1,968	1,884	2,188	2,120	2,268	2,119	2,196	2,298	2,232	2,140	2,364	2,491	2,926	+4.3	-2.9	+4.3
Department stores	249	244	336	333	370	349	329	375	341	333	376	443	678	+2.4	-9.1	+1.6
GAF, total[2]	719	690	898	879	982	917	881	990	919	877	947	1,121	1,636	+4.8	-7.2	+7.5
Cleveland, Ohio, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	495	453	521	534	564	514	528	537	506	527	560	581	710	-4.0	-5.8	-1.3
Department stores	68	68	95	104	108	99	95	110	103	99	108	131	200	+4.0	-6.4	+1.7
GAF, total[2]	171	164	215	225	239	221	213	242	227	221	239	290	438	+2.7	-6.2	+3.3
Dallas-Fort Worth, Tex., total	1,824	1,756	2,042	2,081	2,262	2,177	2,256	2,324	2,261	2,115	2,138	2,187	2,506	+6.9	-2.7	-.9
Nondurable goods, total	1,148	1,087	1,281	1,279	1,378	1,318	1,297	1,386	1,297	1,316	1,316	1,443	1,649	-1.4	-6.4	-.6
Department stores	168	169	224	212	242	216	210	238	208	210	228	275	430	-1.0	-12.6	+4.3
GAF, total[2]	450	453	578	553	629	575	566	673	615	618	592	665	988	-.5	-8.6	+4.0
Detroit, Mich., total	1,943	1,932	2,202	2,256	2,505	2,392	2,272	2,307	2,400	2,048	2,118	2,224	2,682	+17.2	+4.0	+9.7
Nondurable goods, total	1,248	1,248	1,430	1,358	1,475	1,422	1,412	1,477	1,374	1,257	1,328	1,438	1,736	+9.3	-7.0	+9.9
Department stores	178	173	232	237	262	248	228	258	241	219	249	306	432	+10.0	-6.6	+8.9
GAF, total[2]	495	462	601	594	673	638	601	664	627	552	623	761	1,084	+13.6	-5.6	+11.0
Houston, Tex., total	1,495	1,416	1,607	1,539	1,665	1,598	1,585	1,674	1,593	1,601	1,562	1,651	2,061	-.5	-4.8	-1.5
Nondurable goods, total	958	919	1,052	997	1,100	1,001	1,003	1,100	1,006	959	1,004	1,076	1,374	+4.9	-8.5	+2.8
Department stores	134	142	180	168	191	171	174	194	172	163	177	206	344	+5.5	-11.3	-.3
GAF, total[2]	368	369	451	420	474	429	435	497	439	425	447	526	835	+3.3	-11.7	-.4
Kansas City, Mo.-Kans., total	630	604	711	711	794	710	707	783	755	773	718	757	857	-2.3	-3.6	-5.3
Nondurable goods, total	340	321	372	348	391	350	339	372	348	387	385	429	528	-10.1	-6.5	-9.8
Department stores	65	63	83	87	100	89	86	95	83	82	86	112	169	+1.2	-12.6	+3.0
GAF, total[2]	166	156	199	195	224	204	199	225	196	195	217	255	395	+.5	-12.9	+4.2
Los Angeles-Long Beach, Calif., total	3,810	3,634	4,045	4,120	4,346	4,326	4,296	4,356	4,282	4,020	4,018	4,201	5,066	+6.5	-1.7	+4.5
Nondurable goods, total	2,444	2,293	2,580	2,525	2,701	2,671	2,637	2,654	2,550	2,534	2,621	2,764	3,340	+.6	-3.9	+1.9
Department stores	337	340	384	389	428	413	386	412	404	410	428	540	809	-1.5	-1.9	-2.9
GAF, total[2]	985	972	1,120	1,117	1,231	1,217	1,185	1,222	1,214	1,137	1,178	1,402	2,023	+6.8	-.7	+3.6
Miami, Fla., total	1,113	1,047	1,123	1,091	1,213	1,175	1,151	1,200	1,210	1,050	1,146	1,177	1,374	+15.2	+.8	+13.1
Nondurable goods, total	550	537	610	570	615	584	586	612	570	574	612	609	730	-.7	-6.9	+7.6
Department stores	72	77	95	89	102	95	90	105	89	87	97	107	173	+2.3	-15.2	-.9
GAF, total[2]	270	267	317	307	333	319	321	344	302	282	315	347	516	+7.1	-12.2	+8.7
Milwaukee, Wis., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	56	56	79	79	83	76	78	94	80	71	88	112	154	+12.7	-14.9	+6.7
GAF, total[2]	144	132	180	179	187	179	179	199	184	163	191	230	322	+12.9	-7.5	+8.3
Minneapolis-St. Paul, Minn.-Wis., total	1,294	1,225	1,346	1,501	1,547	1,473	1,458	1,527	1,696	1,456	1,487	1,502	1,618	+16.5	+11.1	+3.1
Nondurable goods, total	745	721	817	812	896	839	801	868	818	832	900	940	1,068	-1.7	-5.8	-1.9
Department stores	124	122	162	161	178	167	154	179	165	160	185	203	290	+3.1	-7.8	+2.6
GAF, total[2]	259	247	314	313	338	321	311	365	337	305	336	378	542	+10.5	-7.7	+8.4
Nassau-Suffolk, N.Y., total	1,684	1,535	1,628	1,625	1,819	1,745	1,693	1,766	1,866	1,508	1,621	1,774	2,148	+23.7	+5.7	+8.5
Nondurable goods, total	1,029	916	964	903	1,026	975	959	1,002	982	843	936	1,043	1,328	+16.5	-2.0	+6.7
Department stores	94	105	132	131	167	150	123	148	146	130	152	191	294	+12.3	-1.4	+5.8
GAF, total[2]	362	357	413	417	497	471	421	452	442	380	427	532	852	+16.3	-2.2	+9.1
New York, N.Y.,-N.J., total	3,673	3,467	4,106	4,028	4,331	4,129	4,001	4,070	4,331	3,792	3,971	3,993	4,872	+14.2	+6.4	+7.7
Nondurable goods, total	2,548	2,386	2,747	2,634	2,840	2,699	2,620	2,696	2,684	2,559	2,754	2,827	3,446	+4.9	-.4	+4.4
Department stores	239	257	320	310	387	334	269	335	346	321	375	429	653	+7.8	+3.3	+4.6
GAF, total[2]	1,005	994	1,206	1,207	1,368	1,262	1,153	1,313	1,388	1,176	1,310	1,443	2,068	+18.0	+5.7	+9.4

See footnotes at end of table.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986									1985				Percent change		
														Sept. 1986 from--		9 mos. 1986 from 9 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.[p]	Sept.	Oct.	Nov.	Dec.	Sept. 1985	Aug. 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	860	789	918	996	1,101	1,046	1,027	1,007	1,014	896	920	949	1,155	+13.2	+.7	+12.9
Nondurable goods, total	617	562	668	625	697	685	690	696	676	615	653	675	839	+9.9	-2.9	+7.4
Department stores	46	53	68	70	84	73	63	78	76	67	75	94	148	+13.4	-2.6	+8.7
GAF, total[2]	199	201	245	239	281	249	246	274	290	230	260	296	416	+26.1	+5.8	+10.8
Philadelphia, Pa.-N.J., total	2,232	2,101	2,372	2,342	2,651	2,531	2,404	2,472	2,615	2,273	2,365	2,559	3,183	+15.0	+5.8	+13.7
Nondurable goods, total	1,388	1,295	1,505	1,405	1,568	1,455	1,418	1,497	1,505	1,405	1,499	1,656	2,046	+7.1	+.5	+6.3
Department stores	153	162	220	220	263	229	200	237	234	219	248	311	485	+6.8	-1.3	+5.7
GAF, total[2]	505	509	636	610	696	645	592	664	666	586	657	790	1,253	+13.7	+.3	+9.6
Pittsburgh, Pa., total	848	834	946	969	1,054	1,061	1,136	1,149	1,194	938	938	999	1,186	+27.3	+3.9	+7.1
Nondurable goods, total	562	545	612	610	687	619	637	684	626	581	622	691	834	+7.7	-8.5	+4.5
Department stores	85	86	124	124	137	117	109	132	117	121	137	188	256	-3.3	-11.4	-1.0
GAF, total[2]	200	208	265	260	281	254	250	293	270	250	277	363	504	+8.0	-7.8	+3.7
St. Louis, Mo.-Ill., total	1,119	1,083	1,324	1,293	1,372	1,299	1,301	1,393	1,330	1,237	1,282	1,310	1,509	+7.5	-4.5	+6.3
Nondurable goods, total	769	713	857	823	881	824	826	868	808	778	876	922	1,104	+3.9	-6.9	+9.0
Department stores	113	114	151	153	167	155	143	163	149	144	154	200	299	+3.5	-8.6	+3.3
GAF, total[2]	241	235	319	307	,331	304	287	323	296	291	307	376	562	+1.7	-8.4	-.8
San Diego, Calif., total	1,014	988	1,016	1,051	1,143	1,091	1,164	1,252	1,222	1,081	1,057	1,113	1,364	+13.0	-2.4	+9.0
Nondurable goods, total	(S)	(S)	(S)	(S)	. (S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	98	101	118	115	126	120	118	127	122	116	119	148	225	+5.2	-3.9	+4.4
GAF, total[2]	264	259	298	292	320	303	316	346	326	292	308	356	530	+11.6	-5.8	+7.6
San Francisco-Oakland, Calif., total	2,001	1,863	2,057	2,077	2,247	2,154	2,193	2,285	2,165	2,194	2,244	2,345	2,754	-1.3	-5.3	-.2
Nondurable goods, total	1,311	1,234	1,328	1,324	1,460	1,364	1,366	1,422	1,303	1,365	1,449	1,554	1,841	-4.5	-8.4	.6
Department stores	155	158	185	188	212	197	195	221	198	190	209	251	380	+4.2	-10.4	+3.9
GAF, total[2]	450	442	523	513	570	543	544	600	557	524	562	667	984	+6.3	-7.2	+4.7
Washington, D.C.-Md.-Va., total	1,901	1,804	2,171	2,213	2,408	2,255	2,267	2,378	2,443	2,056	2,049	2,009	2,437	+18.8	+2.7	+8.5
Nondurable goods, total	990	947	1,169	1,156	1,253	1,134	1,127	1,174	1,128	1,010	1,087	1,128	1,411	+11.7	-3.9	+3.5
Department stores	130	136	178	182	211	182	171	196	193	176	188	232	360	+9.7	-1.5	+7.1
GAF, total[2]	401	404	571	562	645	574	556	622	558	479	529	597	920	+16.5	-10.3	+20.3
CITIES																
Chicago, Ill., total	919	906	1,030	1,043	1,118	1,038	1,071	1,043	1,003	1,052	1,116	1,106	1,213	-4.7	-3.8	+1.7
Nondurable goods, total	687	673	778	770	795	740	754	797	755	808	885	915	995	-6.6	-5.3	-1.2
Department stores	68	67	93	91	99	92	88	101	94	92	105	124	179	+2.2	-6.9	+.3
GAF, total[2]	201	198	256	242	271	253	241	271	263	242	256	303	418	+8.7	-3.0	+7.0
Los Angeles, Calif., total	1,210	1,149	1,288	1,326	1,391	1,366	1,365	1,391	1,413	1,345	1,377	1,417	1,645	+5.1	+1.6	+2.2
Nondurable goods, total	771	749	849	831	893	890	874	885	867	864	908	966	1,121	+.3	-2.0	-.1
Department stores	107	107	125	124	133	129	118	127	126	131	137	159	243	-3.8	-.8	-4.9
GAF, total[2]	347	331	382	383	412	419	382	398	389	412	427	498	673	-5.6	-2.3	-3.4
New York, N.Y., total	2,578	2,442	2,856	2,800	2,962	2,815	2,741	2,776	2,929	2,490	2,703	2,719	3,364	+17.6	+5.5	+14.3
Nondurable goods, total	1,886	1,776	2,036	1,957	2,083	1,995	1,925	1,953	1,938	1,831	1,987	2,029	2,459	+5.8	-.8	+10.3
Department stores	154	166	205	197	245	210	168	209	223	206	244	271	405	+8.3	+6.7	+4.2
GAF, total[2]	727	717	871	878	991	926	835	949	1,023	837	928	1,006	1,422	+22.2	+7.8	+13.5
Philadelphia, Pa., total	547	519	609	594	633	615	603	613	624	509	580	616	743	+22.6	+1.8	+18.7
Nondurable goods, total	477	438	512	489	520	492	491	493	499	428	486	511	601	+16.6	+1.2	+17.8
Department stores	31	29	41	39	46	39	36	37	40	40	47	56	84	0	+8.1	0
GAF, total[2]	122	120	154	143	163	147	136	146	152	146	164	179	270	+4.1	+4.1	-3.5

[p] Preliminary estimates.   S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.
[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. **Department Stores Sales in Selected Areas**

NOTICE:

The series of monthly department store sales in selected areas, formerly shown in this space, has been discontinued due to lack of funds. The National Retail Merchants Association is attempting to reorganize a consortium interested in providing funds to restore the series. Interested parties should contact the National Retail Merchants Association in Washington, DC on (202) 223-8250.

Figure 5. **Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – September 1986**

(Seasonally Adjusted)

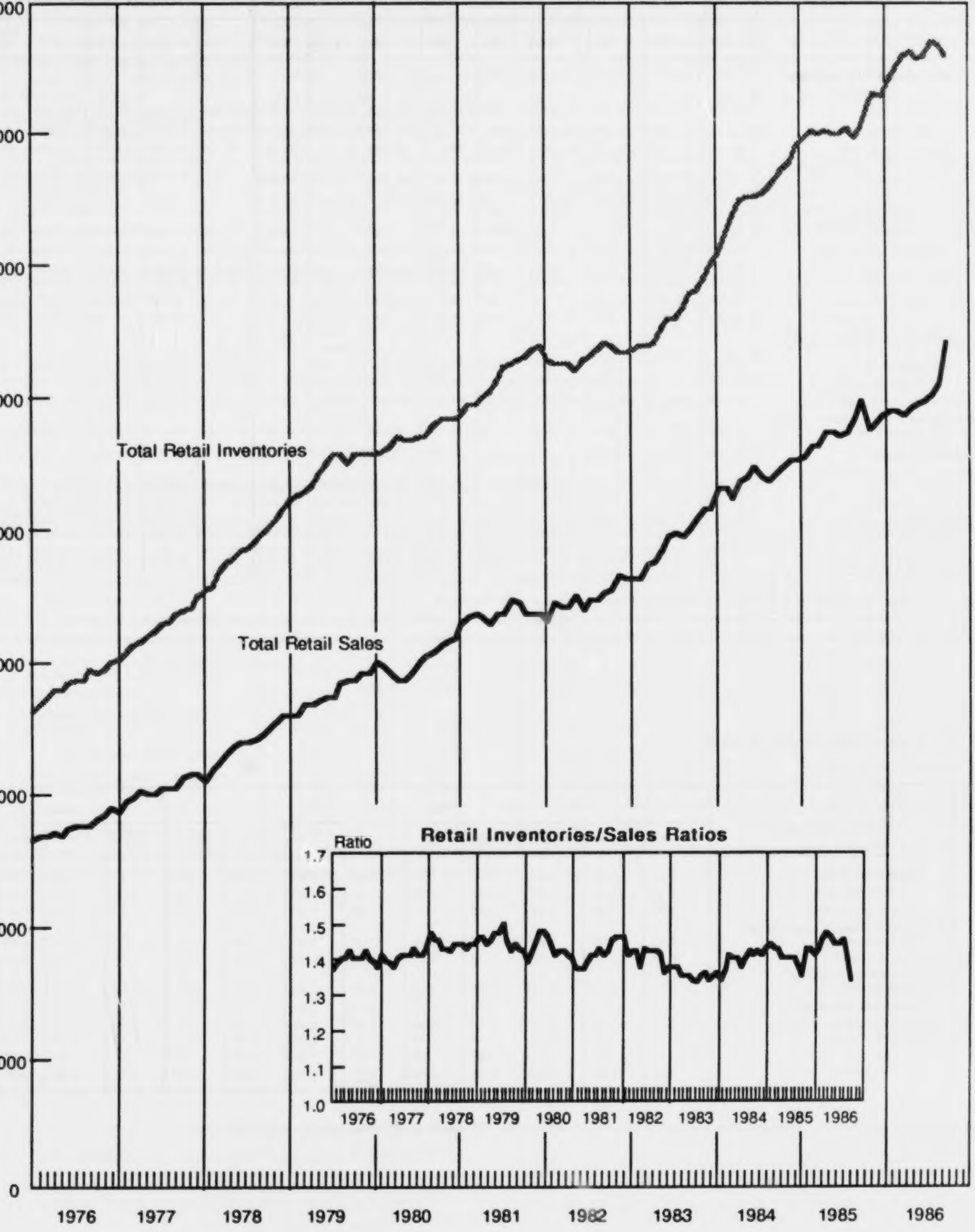

Table 11. **Estimated End-of-Month Retail Inventories, by Kind of Business**

(Data in millions of dollars)

SIC code	Kind of business	1986									1985				Percent change Sept. 1986 from--	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.[p]	Sept.	Oct.	Nov.	Dec.	Sept. 1985	Aug. 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,427	171,387	170,105	170,438	168,529	171,429	161,329	171,829	175,337	160,372	+6.3	+1.7
	Total (ex. auto. group)	117,752	120,857	124,209	126,328	124,991	123,632	124,531	127,048	132,978	126,785	133,503	134,044	117,968	+4.9	+4.7
	Durable goods, total	84,120	87,254	90,722	91,285	89,146	89,019	88,569	84,791	83,061	76,126	81,529	84,310	81,979	+9.1	-2.0
52	Building mat., hdwe., garden supply, mubile homes dealers	13,547	13,980	14,575	14,897	14,624	14,377	14,315	14,129	14,486	13,559	13,749	13,564	13,176	+6.9	+2.5
55 ex 554	Automotive dealers	44,113	46,462	48,581	48,099	46,396	46,473	45,907	41,481	38,451	34,544	38,326	41,293	42,404	+11.3	-7.3
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,192	13,072	13,419	13,264	13,635	13,982	12,734	13,423	13,704	12,749	+9.8	+2.5
	Nondurable goods, total	77,745	80,065	82,068	83,142	82,241	81,086	81,869	83,738	88,368	85,203	90,300	91,027	78,393	+3.7	+5.5
53	General merchandise group strs	27,739	29,244	30,616	31,608	31,115	30,052	30,565	31,355	33,812	32,942	35,581	36,035	28,002	+2.6	+7.8
531	Department stores	21,730	22,954	24,268	25,225	24,913	23,978	24,223	24,913	26,962	25,676	27,795	28,477	22,086	+5.0	+8.2
54	Food stores	16,190	16,201	16,290	16,135	16,299	16,408	16,083	16,253	16,801	15,662	16,385	16,696	16,278	+7.3	+3.4
56	Apparel and accessory stores	14,063	14,964	15,455	15,701	15,346	15,087	15,496	16,042	16,684	15,937	16,966	17,259	14,418	+4.7	+4.0
	Adjusted for seasonal variations								See	note 1						
	Retail trade, total	167,987	169,379	171,551	172,158	170,869	171,705	173,529	172,926	171,656	160,993	164,262	165,557	165,324	+6.6	-.7
	Total (ex. auto. group)	124,569	125,129	125,590	126,696	126,172	126,099	126,251	126,836	128,933	122,781	124,463	124,098	123,131	+5.0	+1.7
	Durable goods, total	84,755	85,863	88,132	88,263	87,198	88,281	90,271	89,380	86,810	79,274	81,668	83,056	82,875	+9.5	-2.9
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,324	14,129	14,192	14,286	14,157	14,561	13,627	13,930	13,912	13,696	+6.9	+2.9
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,462	44,697	45,606	47,278	46,090	42,723	38,212	39,799	41,459	42,193	+11.8	-7.3
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,258	13,151	13,339	13,425	13,649	13,871	12,620	12,957	13,076	12,943	+9.9	+1.6
	Nondurable goods, total	83,232	83,516	83,419	83,895	83,671	83,424	83,258	83,546	84,846	81,719	82,594	82,501	82,449	+3.8	+1.6
53	General merchandise group strs	31,568	31,603	31,498	31,767	31,534	31,206	31,174	30,989	31,518	30,689	31,066	31,079	31,059	+2.7	+1.7
531	Department stores	24,778	24,788	24,865	25,200	25,114	24,899	24,870	24,789	25,245	24,041	24,360	24,402	24,404	+5.0	+1.8
54	Food stores	16,288	16,365	16,323	16,216	16,414	16,441	16,411	16,687	16,936	15,772	15,970	15,947	16,069	+7.4	+1.5
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	15,804	15,798	15,668	15,681	15,754	15,021	15,285	15,647	15,387	+4.9	+.5

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 12. **Inventories/Sales Ratios**

(Based on seasonally adjusted data)

SIC code	Kind of business	1986									1985			
		Jan.	Feb.	Mar.	Apr.	May.	June	July	Aug.[1]	Sept.[1][p]	Sept.[1]	Oct.[1]	Nov.	Dec.
	Retail trade, total	1.43	1.45	1.47	1.46	1.44	1.44	1.45	1.42	1.34	1.36	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.38	1.37	1.37	1.37	1.39	1.37	1.39	1.38	1.36
	Durable goods, total	1.92	1.95	2.04	1.97	1.91	1.94	1.95	1.87	1.59	1.72	1.92	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	1.94	2.03	2.03	2.02	1.96	1.97	2.19	2.18	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.72	1.65	1.68	1.72	1.60	1.21	1.31	1.57	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.17	2.10	2.09	2.06	2.09	2.11	2.19	2.20	2.21	2.15
	Nondurable goods, total	1.14	1.14	1.14	1.15	1.14	1.14	1.13	1.13	1.15	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.29	2.30	2.27	2.25	2.20	2.27	2.29	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.12	2.14	2.14	2.11	2.09	2.04	2.11	2.13	2.16	2.13	2.14
54	Food stores	.67	.67	.67	.67	.68	.67	.67	.69	.69	.66	.67	.66	.66
56	Apparel and accessory stores	2.60	2.61	2.52	2.55	2.54	2.51	2.50	2.45	2.49	2.55	2.59	2.62	2.58

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months' report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.	Nov.	Dec
	Retail trade, total	158,953	159,478	159,064	159,500	159,428	159,733	160,574	160,066	160,993	164,262	165,557	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,109	120,810	121,833	122,004	122,781	124,463	124,098	123,131
	Durable goods, total	78,149	78,275	78,455	78,699	78,677	79,185	79,370	78,995	79,274	81,668	83,056	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,057	13,037	13,344	13,531	13,627	13,930	13,912	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,741	38,062	38,212	39,799	41,459	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,515	12,447	12,492	12,490	12,620	12,957	13,076	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,751	80,548	81,204	81,071	81,719	82,594	82,501	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,491	30,386	30,465	30,416	30,689	31,066	31,079	31,059
531	Department stores	24,583	24,628	24,291	24,182	23,993	23,820	23,822	23,767	24,041	24,360	24,402	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,487	15,460	15,685	15,707	15,772	15,970	15,947	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,641	14,612	14,841	14,924	15,021	15,285	15,647	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. Inventories/Sales Ratios, by Kind of Business: 1985

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.	Dec
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.41	1.40	1.38	1.36	1.43	1.43	1.41
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.37	1.39	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.87	1.85	1.78	1.72	1.92	1.95	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.16	2.19	2.17	2.18	2.19	2.18	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.50	1.48	1.39	1.31	1.57	1.64	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.22	2.24	2.23	2.19	2.19	2.20	2.21	2.15
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.13	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.27	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.16	2.15	2.15	2.14	2.10	2.13	2.16	2.13	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.56	2.57	2.54	2.55	2.59	2.62	2.58

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's), standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.
b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample – a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-0.9	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.7
	Total (excluding automotive group)	0.9-1.1	1.0	0.9-1.0	1.0	0.2-0.3	0.2	0.6
	Durable goods, total	1.5-2.1	1.7	1.5-2.0	1.7	0.4-1.0	0.7	1.4
52	Building materials, hardware, garden supply, and mobile home dealers	5.7-6.7	6.3	5.6-6.6	6.3	1.0-1.5	1.2	2.5
521,3,5	Building materials and hardware stores	6.7-7.6	7.3	6.7-7.5	7.2	0.8-1.4	0.9	2.4
521,3	Building materials and supply stores	7.9-8.9	8.7	8.0-9.0	8.6	0.8-1.5	1.0	2.6
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	1.5-4.9	2.6	5.7
525	Hardware stores	5.0-7.5	5.5	4.7-6.6	5.3	1.5-3.2	1.7	4.7
55 ex. 544	Automotive dealers	1.8-2.8	2.2	1.8-2.5	2.1	0.7-1.7	1.1	2.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	1.8-2.8	2.4	1.9-2.5	2.1	0.7-1.9	1.1	2.2
551,2	Motor vehicle dealers	1.5-2.4	2.1	1.5-2.3	2.0	0.7-1.9	1.1	2.2
551	Motor vehicle dealers (franchised)	1.7-2.7	2.1	1.6-2.4	2.1	0.8-1.9	1.1	2.2
553	Auto and home supply stores	4.2-5.6	4.6	4.3-6.1	4.7	1.2-1.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.2-3.2	2.5	2.1-2.8	2.5	0.5-1.0	0.9	2.0
571	Furniture, home furnishings stores	2.5-3.9	2.8	2.5-3.7	3.0	0.8-1.5	1.2	2.3
5712	Furniture stores	3.9-4.9	4.3	3.9-4.5	4.1	1.1-1.7	1.5	3.1
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	1.4-3.3	2.3	5.4
5722,32	Household appliance, radio, and television stores	4.4-6.2	5.0	4.4-6.0	5.1	1.0-2.1	1.4	3.9
5722	Household appliance stores	5.1-7.1	5.9	4.9-7.5	6.3	1.7-3.2	1.9	5.0
5732	Radio and television stores*	(S)	(S)	(S)	(S)	1.2-3.0	1.7	5.9
5733	Music stores*	(S)	(S)	(S)	(S)	1.8-4.6	2.8	6.6
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.3-3.1	2.4	4.5
5942	Book stores*	(S)	(S)	(S)	(S)	2.3-10.0	3.2	5.3
5944	Jewelery stores	3.1-4.0	3.3	2.9-5.2	3.2	1.4-4.3	1.8	4.2
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.2-4.8	3.4	6.7
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.4-3.6	1.7	6.0
	Nondurable goods, total	0.7-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2	0.7
53	General merchandise group stores	0.4-0.5	0.5	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531,9	Department stores and misc. gen. merchandise stores	0.4-0.5	0.4	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.4-3.8	3.7	3.2-4.0	3.6	0.8-1.3	1.0	3.1
533	Variety stores	3.6-4.1	3.9	3.3-3.9	3.8	0.4-1.1	0.8	1.6
54	Food stores	1.5-1.7	1.6	1.5-1.7	1.6	0.2-0.7	0.3	1.1
541	Grocery stores	1.5-1.7	1.7	1.5-1.7	1.6	0.2-0.7	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.5-8.4	2.2	7.4
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	1.2-4.5	2.6	7.2
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	3.0-7.5	4.2	11.0
546	Retail bakeries	7.5-9.5	9.0	8.1-9.5	8.7	0.9-1.7	1.4	5.8
554	Gasoline service stations	1.9-2.1	2.0	1.9-2.0	2.0	0.5-0.6	0.6	1.8
56	Apparel and accessory stores	1.8-2.3	2.2	1.8-2.2	1.9	0.4-1.3	0.8	1.6
561	Men's, boys' clothing and furnishings stores	4.8-6.1	5.3	4.7-5.3	5.2	1.3-3.6	1.5	4.8
562,3,8	Women's clothing, specialty stores, furriers	2.3-2.9	2.8	2.4-3.0	2.5	0.7-1.2	0.9	2.1
562	Women's ready-to-wear stores	2.7-3.2	3.1	2.7-3.1	2.9	0.8-1.3	0.9	2.1
565	Family clothing stores	2.8-4.9	3.3	3.1-4.2	3.3	0.7-4.5	1.2	2.8
566	Shoe stores	3.1-4.8	3.9	3.1-4.5	3.5	1.0-3.1	1.2	4.2
58	Eating and drinking places	2.2-2.8	2.5	2.2-2.5	2.4	0.4-1.2	0.8	2.1
5812	Eating places	2.5-3.1	2.7	2.5-2.7	2.6	0.4-1.3	0.7	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	3.5-4.8	3.9	3.6-4.1	3.9	0.8-2.0	1.0	3.0
5812 (pt.)	Refreshment places	3.2-4.0	3.7	3.3-4.1	3.6	0.5-1.3	0.8	2.5
5813	Drinking places (alcoholic beverages)	4.3-9.0	6.0	4.4-7.9	5.5	0.5-5.9	1.7	4.0
591	Drug stores and proprietary stores	2.0-2.6	2.1	2.0-2.5	2.1	0.3-0.7	0.5	1.4
592	Liquor stores	4.1-5.2	4.5	4.0-5.0	4.4	0.7-1.2	0.8	4.1
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.7-8.4	2.8	9.9
596	Nonstore retailers[3]	6.5-9.2	8.4	7.3-6.4	8.2	1.3-4.0	1.7	3.9
5961 (pt.)	Mail-order (department store merchandise)	0.4-1.7	0.7	0.4-1.7	0.8	0.0-0.2	0.1	0.7
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.6-2.5	2.0	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	1.9-3.9	2.8	6.1
53,56,57,594	GAF,total[4]	0.8-1.0	0.8	0.8-1.0	0.8	0.2-0.4	0.3	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminay estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months January 1986 through July 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	2.1	1.7	2.0	2.2	0.6	0.6	0.5	0.5	1.4	1.5	1.1	1.5
	Durable goods, total	3.5	3.6	3.8	3.9	1.4	1.3	1.0	1.4	2.9	2.6	1.9	3.3
52	Building materials, hardware, garden supply, and mobile home dealers	9.3	5.1	13.4	12.3	2.6	2.2	2.1	2.5	6.7	4.2	4.7	6.2
55 ex 554	Automotive dealers	5.3	5.2	3.8	6.5	1.8	2.0	1.6	2.3	3.9	3.6	2.7	4.9
57	Furniture, home furnishings, and equipment stores	5.8	5.8	4.6	5.1	1.6	1.5	1.5	2.2	4.2	4.3	3.6	4.6
	Nondurable goods, total	2.4	1.6	1.8	2.2	0.5	0.5	0.5	0.4	1.5	1.4	1.3	1.3
53	General merchandise group stores	1.6	1.2	1.9	1.6	0.3	0.3	0.3	0.3	1.1	0.9	1.1	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	3.7	3.9	4.1	0.6	0.6	0.6	0.5	2.8	2.1	2.5	2.3
541	Grocery stores	5.3	3.9	3.9	4.3	0.6	0.6	0.6	0.5	3.0	2.2	2.6	2.5
554	Gasoline service stations	5.6	4.3	3.7	4.3	1.1	1.0	1.1	1.2	4.8	3.7	3.4	3.5
56	Apparel and accessory stores	4.4	4.2	4.4	4.5	1.7	1.5	1.4	1.5	3.8	3.3	3.0	3.4
58	Eating and drinking places	5.1	5.1	5.7	5.9	1.2	1.3	1.4	0.9	3.7	4.7	3.9	3.3
591	Drug stores and proprietary stores	10.9	8.0	7.3	5.9	1.4	0.9	0.8	0.7	5.2	4.3	3.8	5.3
53,56, 57,594	GAF[3]	2.3	1.7	2.0	2.1	0.8	0.6	0.6	0.8	1.7	1.4	1.2	1.6

*The Midwest was formerly the North Central States.

[1]The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2]The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3]GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.7	2.2	2.2	3.0	2.3	4.8	3.3	5.8	2.3
	Durable goods, total	(S)	4.7	4.1	5.6	4.6	7.5	6.2	8.6	4.6
55 ex. 554	Automotive dealers	(S)	6.9	5.7	8.2	5.1	(S)	7.3	14.0	8.0
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.7	(S)	6.9	(S)	(S)	11.9	5.3
	Nondurable goods, total	4.4	2.9	2.3	4.1	2.3	4.6	3.1	5.5	2.2
53	General merchandise group stores	4.6	1.2	1.5	2.0	2.4	4.1	2.3	4.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.7	6.6	4.3	8.9	4.6	(S)	6.3	9.1	4.0
554	Gasoline service stations	(S)	6.4	5.3	8.5	5.2	(S)	(S)	(S)	5.8
56	Apparel and accessory stores	(S)	5.0	5.6	8.2	5.7	(S)	6.9	(S)	5.5
58	Eating and drinking places	(S)	6.5	5.9	(S)	(S)	(S)	(S)	(S)	7.2
591	Drug stores and proprietary stores	(S)	9.8	(S)	(S)	(S)	(S)	(S)	(S)	5.6
53,56,57,594	GAF[1]	4.6	2.2	1.9	2.8	2.8	4.3	3.1	5.3	2.4
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.7	0.7	1.0	0.6	1.1	0.9	0.9	0.7
	Durable goods, total	**	1.6	1.6	2.1	1.4	2.3	1.8	**	1.6
55 ex. 554	Automotive dealers	**	2.2	2.2	2.9	2.1	**	2.9	**	2.7
57	Furniture, home furnishings, and equipment stores	**	**	1.8	**	1.9	**	**	**	2.2
	Nondurable goods, total	0.8	0.5	0.4	0.9	0.5	0.9	0.8	0.8	0.4
53	General merchandise group stores	0.8	0.3	0.3	0.7	0.5	0.9	0.4	0.9	0.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.2	0.6	0.8	1.1	0.6	**	0.9	1.0	0.6
554	Gasoline service stations	**	1.3	1.0	2.2	1.2	**	**	**	1.5
56	Apparel and accessory stores	**	1.8	1.4	3.1	2.2	**	2.1	**	1.7
58	Eating and drinking places	**	1.4	1.6	**	**	**	**	**	1.1
591	Drug stores and proprietary stores	**	1.5	**	**	**	**	**	**	0.8
53,56,57,594	GAF[1]	1.5	0.8	0.7	0.9	0.7	1.1	1.0	1.6	0.7
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.5	1.7	1.5	2.8	1.4	2.6	2.0	3.0	1.7
	Durable goods, total	**	3.3	2.9	4.9	2.9	5.1	4.1	**	3.6
55 ex. 554	Automotive dealers	**	5.0	3.9	7.5	3.7	**	5.2	**	5.3
57	Furniture, home furnishings, and equipment stores	**	**	4.4	**	4.6	**	**	**	4.9
	Nondurable goods, total	2.6	1.9	1.5	2.5	1.6	3.0	2.6	2.7	1.3
53	General merchandise group stores	2.6	1.0	1.2	2.4	1.8	3.4	1.3	2.2	0.6
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.6	3.0	3.5	3.0	**	5.0	5.4	2.2
554	Gasoline service stations	**	6.0	4.0	10.0	4.3	**	**	**	4.1
56	Apparel and accessory stores	**	4.1	3.8	7.5	4.3	**	4.2	**	3.6
58	Eating and drinking places	**	3.6	5.7	**	**	**	**	**	4.0
591	Drug stores and proprietary stores	**	5.7	**	**	**	**	**	**	5.4
53,56,57,594	GAF[1]	3.3	1.7	1.6	2.5	2.0	3.1	2.4	4.2	1.6

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1]GAF represents stores which specialize in department store types of merchandise (see appendix A). [2]The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3]The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]
California	3.0	5.5	2.6	0.0	2.8	0.7	1.8	0.4	0.0	0.7	1.9	4.1	1.6	0.0	1.6
Florida	4.3	8.1	4.1	0.0	4.5	0.9	1.9	0.6	0.0	1.3	2.5	4.5	2.2	0.0	3.1
Illinois	3.7	(S)	3.1	0.0	3.8	1.1	**	0.9	0.0	1.3	2.9	**	3.4	0.0	3.6
Indiana	4.8	(S)	6.6	0.0	7.1	1.6	**	0.8	0.0	1.6	3.3	**	3.0	0.0	4.6
Louisiana	6.5	(S)	6.2	0.0	7.3	1.6	**	1.3	0.0	1.9	3.9	**	4.0	0.0	4.9
Maryland	6.0	(S)	5.7	0.0	8.4	1.4	**	0.9	0.0	1.5	3.4	**	3.4	0.0	6.7
Massachusetts	5.9	(S)	5.7	0.0	5.1	1.6	**	1.2	0.0	1.9	3.7	**	3.9	0.0	4.5
Michigan	4.7	6.9	4.4	0.0	3.6	1.7	3.4	0.9	0.0	1.2	3.4	6.6	3.4	0.0	2.8
Minnesota	6.4	(S)	8.7	0.0	5.3	2.3	**	2.3	0.0	1.4	6.9	**	7.4	0.0	3.3
Missouri	6.7	(S)	8.4	0.0	4.7	1.6	**	1.1	0.0	1.4	3.9	**	3.3	0.0	4.4
New Jersey	6.1	(S)	6.2	0.0	4.4	1.4	**	1.0	0.0	1.1	4.6	**	4.8	0.0	3.9
New York	3.3	6.9	3.4	0.0	3.7	1.1	2.6	0.8	0.0	1.4	2.6	4.8	2.5	0.0	3.1
North Carolina	6.1	(S)	5.8	0.0	6.9	2.0	**	2.0	0.0	2.3	4.0	**	4.6	0.0	6.3
Ohio	5.9	(S)	4.0	0.0	3.0	1.0	**	0.9	0.0	1.3	2.5	**	2.3	0.0	2.3
Pennsylvania	4.8	10.5	4.8	0.0	2.7	0.9	1.9	0.7	0.0	1.2	2.8	4.8	3.5	0.0	2.0
Tennessee	5.5	(S)	4.9	0.0	6.7	1.9	**	1.3	0.0	1.9	3.8	**	3.7	0.0	4.4
Texas	4.6	8.3	4.3	0.0	3.3	1.1	2.2	1.1	0.0	1.3	2.7	4.9	3.3	0.0	3.1
Virginia	4.7	(S)	5.4	0.0	5.6	1.6	**	1.1	0.0	1.7	4.3	**	5.6	0.0	4.1
Wisconsin	5.5	11.4	6.7	0.0	4.0	1.8	4.2	1.5	0.0	1.3	5.2	11.3	5.1	0.0	4.6

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.7	3.2	4.2	1.3	0.9	1.1	3.0	3.0	2.9
New York, NY-Northeastern, NJ	3.5	3.3	3.3	0.9	0.7	1.1	2.7	2.9	2.9
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.4	6.0	4.5	1.5	0.9	1.0	4.0	4.0	2.9
Atlanta, GA	(S)	(S)	11.0	**	**	2.3	**	**	5.5
Baltimore, MD	8.1	8.7	4.5	1.6	1.0	1.3	4.9	3.4	2.1
Boston, MA	6.7	5.6	5.8	1.6	1.3	1.6	4.5	5.1	3.5
Chicago, IL	3.8	3.3	4.4	1.3	0.9	1.2	3.2	3.2	3.1
Cleveland, OH	(S)	9.4	4.8	**	1.2	1.0	**	6.4	2.7
Dallas-Fort Worth, TX	6.1	6.2	6.0	1.7	1.6	1.7	4.7	4.7	3.4
Detroit, MI	5.4	5.6	4.8	1.5	0.9	1.2	5.1	5.1	4.0
Houston, TX	5.7	7.1	4.1	1.7	1.1	0.9	3.0	3.7	2.7
Kansas City, MO-KS	9.6	7.4	3.9	2.6	1.3	1.4	5.7	5.0	2.9
Los Angeles-Long Beach, CA	5.0	5.5	6.3	0.8	0.7	1.3	2.5	2.9	2.8
Miami,FL	10.8	8.7	7.9	1.9	1.4	1.3	6.3	6.0	2.8
Milwaukee, WI	(S)	(S)	6.1	**	**	1.2	**	**	4.1
Minneapolis-St. Paul, MN-WI	9.8	11.5	2.8	3.4	3.2	0.9	8.5	10.3	1.6
Nassau-Suffolk, NY	10.1	7.7	6.7	1.8	1.5	1.7	4.4	4.6	7.6
New York, NY	4.1	5.2	4.7	1.2	1.0	1.6	4.1	4.4	4.0
Newark, NJ	8.6	8.2	5.9	1.7	2.0	1.6	8.8	7.9	5.5
Philadelphis, PA	7.0	8.3	5.9	1.4	1.2	1.9	5.8	6.7	5.3
Pittsburgh, PA	11.9	8.3	5.8	2.2	1.7	2.5	6.3	5.2	3.5
St. Louis, MO-IL	11.1	13.9	7.2	1.7	1.0	1.3	5.1	4.7	6.0
San Diego, CA	7.7	(S)	4.6	2.1	**	1.4	5.2	**	2.8
San Francisco-Oakland, CA	6.1	6.6	3.7	1.5	1.0	1.6	4.4	3.8	4.6
Washington, DC-MD-VA	7.3	6.0	9.4	1.9	1.4	2.5	5.6	9.2	8.0
Cities									
Chicago, IL	8.4	7.0	6.0	1.6	1.2	2.4	4.6	4.6	5.6
Los Angeles, CA	8.9	7.6	6.6	1.6	1.1	2.2	4.3	3.9	5.1
New York, NY	4.6	6.4	5.6	1.3	1.2	1.9	4.1	4.6	4.3
Philadelphia, PA	13.5	16.2	8.8	1.9	1.4	3.0	13.1	15.3	5.9

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +1.4 percent, with a median of +0.2 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.5 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.5 percent to +0.6 percent, with a median of +0.1 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	August 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	120178	121574	121523	-0.6	1.4	0.2	-0.2	0.5	0.2
	Total (excluding auto group)	92273	93006	92750	-0.5	0.8	0.2	-0.4	0.4	0.1
	Durable goods, total	46698	47696	47912	-2.0	2.6	0.2	-0.2	0.9	0.5
52	Building materials, hardware, garden supply and mobile home dealers	7117	7272	7205	-3.0	4.4	0.5	-1.2	0.9	-0.1
55 ex. 554	Automotive dealers	27905	28568	28773	-3.1	4.1	-0.1	-0.2	1.5	0.7
57	Furniture, home furnishings, and equipment stores	6476	6479	6516	-4.0	4.0	1.4	-0.8	1.3	0.2
	Nondurable goods, total	73480	73878	73611	-0.5	1.1	0.1	-0.4	0.6	0.0
53	General merchandise group stores	13870	14097	14083	0.9	1.5	0.2	-0.9	0.7	-0.1
531	Department stores	11941	12122	12134	-0.8	1.6	0.5	-0.3	0.6	0.1
54	Food stores	24515	24497	24283	-0.9	0.5	0.2	-0.9	0.6	0.1
541	Grocery stores	23207	23144	22902	-1.3	0.7	0.3	-1.0	0.7	0.1
554	Gasoline service stations	6829	6802	6759	-4.3	4.1	-1.1	-1.9	0.9	0.0
56	Apparel and accessory stores	6259	6373	6411	-1.9	3.0	1.6	-1.0	1.1	0.2
58	Eating and drinking places	11915	11935	11956	-1.9	3.5	0.5	-1.0	2.3	0.1
591	Drug stores and proprietary stores	4187	4180	4168	-2.0	1.9	-0.3	-1.1	0.5	-0.3

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	August 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	173028	172926	-0.5	0.6	0.1
	Total (excluding auto group)	126577	126836	-0.4	0.2	0.1
	Durable goods, total	89686	89380	-0.8	1.4	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	14143	14157	-0.3	4.0	0.1
55 ex. 554	Automotive dealers	46451	46090	-0.8	2.0	0.0
57	Furniture, home furnishings, and equipment stores	13623	13649	-0.3	1.4	0.4
	Nondurable goods, total	83342	83546	-0.3	0.2	0.0
53	General merchandise group stores	30922	30989	-1.0	0.8	-0.1
531	Department stores	24740	24789	-0.9	1.0	-0.1
54	Food stores	16836	16887	-0.5	0.5	0.1
56	Apparel and accessory stores	15653	15681	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: April 1985 Through August 1986**

Sic code	Kind of business	1985					1986											
		Aug.	Sept.[1]	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May.	June	July	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec.[1]
	Retail trade, total	.981	1.000	1.049	1.061	.968	.962	.986	1.004	1.010	1.000	.989	.983	.981	.998	1.047	1.059	.968
	Durable goods, total	.952	.962	1.001	1.017	.987	.992	1.014	1.025	1.032	1.020	1.007	.982	.951	.960	.998	1.016	.988
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	.999	.995	.987	.975	.962	.968	.997	1.027	1.040	1.035	1.013	1.002	.998	.995	.990	.976	.961
55	Automotive dealers	.899	.904	.963	.996	1.005	1.016	1.050	1.057	1.058	1.038	1.019	.971	.900	.900	.957	.994	1.008
57	Furniture, home furnishings, equipment dealers	1.001	1.009	1.036	1.048	.985	.973	.976	.989	.995	.994	1.006	.988	.999	1.008	1.037	1.047	.989
	Nondurable goods, total	1.006	1.041	1.092	1.101	.954	.935	.960	.984	.990	.983	.972	.983	1.003	1.040	1.092	1.100	.952
53	General mdse. group stores	1.016	1.073	1.145	1.157	.902	.879	.926	.972	.995	.987	.964	.982	1.015	1.073	1.145	1.155	.903
531	Department stores	1.009	1.068	1.141	1.167	.905	.877	.926	.976	1.001	.992	.963	.974	1.005	1.068	1.140	1.166	.905
54	Food stores	.977	.993	1.026	1.047	1.013	.994	.990	.998	.995	.993	.998	.980	.974	.992	1.025	1.046	1.012
56	Apparel & accessory stores	1.025	1.061	1.110	1.103	.937	.913	.956	.990	.993	.971	.955	.989	1.023	1.059	1.109	1.102	.936

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: April 1985 Through August 1986

SIC code	Kind of business	1985					1986											
		Aug.	Sept.[1]	Oct.[1]	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec.[1]
	U.S. Retail Sales																	
	Retail trade, total	1.036	.964	1.008	1.023	1.191	.901	.854	.979	.986	1.055	1.008	1.009	1.019	.970	1.011	1.008	1.199
	Durable goods, total	1.033	.995	1.000	.964	1.061	.883	.858	.988	1.030	1.095	1.076	1.044	1.010	1.009	1.002	.947	1.084
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	1.105	1.052	1.085	.966	.895	.779	.717	.903	1.021	1.178	1.163	1.131	1.076	1.057	1.095	.949	.923
521,3	Bldg. mat. & supply stores	1.133	1.077	1.117	.969	.864	.788	.731	.900	1.009	1.134	1.144	1.156	1.100	1.084	1.120	.957	.880
525	Hardware stores	1.043	.952	1.012	1.013	1.153	.840	.747	.893	1.040	1.153	1.101	1.067	1.029	.968	1.013	.990	1.176
55 ex. 554	Automotive dealers	1.039	.980	.993	.915	.885	.904	.894	1.048	1.068	1.124	1.099	1.058	1.016	.994	1.007	.886	.913
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	1.035	.978	.982	.903	.873	.908	.905	1.059	1.074	1.131	1.101	1.054	1.013	.994	.994	.876	.902
553	Auto & home supply stores	1.076	.993	1.072	1.030	.996	.862	.788	.928	1.041	1.058	1.052	1.099	1.057	1.022	1.072	1.005	1.026
57	Furniture, home furnishings & equipment stores	1.021	.957	1.014	1.086	1.342	.928	.855	.947	.935	.975	.955	.981	1.006	.985	1.010	1.065	1.366
571	Furniture, home furnishings stores	1.053	.974	1.036	1.083	1.150	.933	.857	.964	.961	1.018	.983	.987	1.031	1.000	1.037	1.058	1.165
5722, 32	Household appliance, radio, TV stores	.985	.919	1.002	1.101	1.565	.930	.845	.917	.890	.923	.926	.976	.968	.948	.999	1.080	1.612
	Nondurable goods, total	1.036	.949	1.006	1.056	1.263	.912	.851	.974	.954	1.035	.976	.988	1.023	.954	1.014	1.038	1.270
53	General mdse. group stores	1.010	.898	.992	1.221	1.842	.704	.701	.919	.901	1.022	.925	.883	.987	.906	.991	1.208	1.844
531	Department stores	1.012	.901	.993	1.217	1.831	.702	.698	.920	.904	1.023	.931	.882	.992	.910	.991	1.204	1.833
533	Variety stores	1.013	.874	.954	1.075	1.859	.740	.744	.984	.906	1.007	.912	.926	.995	.877	.960	1.059	1.874
539	Misc. gen. mdse. stores	.982	.874	1.007	1.332	1.936	.693	.704	.852	.879	1.010	.894	.867	.952	.885	1.006	1.302	1.939
54	Food stores	1.055	.955	.997	1.011	1.050	.984	.899	.991	.967	1.058	.992	1.041	1.038	.959	1.013	.984	1.061
541	Grocery stores	1.056	.955	.999	1.012	1.039	.989	.899	.988	.966	1.058	.992	1.042	1.040	.960	1.015	.983	1.052
554	Gasoline service stations	1.059	.999	1.029	.984	1.014	.958	.870	.942	.976	1.035	1.043	1.066	1.052	1.009	1.031	.974	1.018
56	Apparel & accessory stores	1.069	.923	.996	1.141	1.642	.792	.733	.995	.916	1.017	.904	.886	1.037	.943	.999	1.117	1.647
561	Men's & boys' clothing, furnishing stores	.935	.875	.990	1.213	1.907	.810	.700	.878	.899	1.022	.960	.828	.920	.871	.996	1.205	1.904
562,3, 8	Women's clothing, specialty stores, furriers	1.010	.947	1.026	1.137	1.582	.802	.754	1.004	.944	1.023	.888	.907	.985	.963	1.029	1.117	1.583
566	Shoe stores	1.100	.992	1.011	1.064	1.332	.835	.761	1.095	.971	1.047	.934	.867	1.076	1.010	1.001	1.047	1.332
58	Eating and drinking places	1.100	.999	1.020	.968	.975	.917	.873	.992	1.001	1.057	1.045	1.071	1.099	.993	1.033	.957	.966
591	Drug & proprietary stores	.991	.930	.977	.980	1.326	.972	.922	.995	.961	1.007	.970	.970	.974	.940	.979	.966	1.339
592	Liquor stores	1.048	.933	.976	1.042	1.389	.907	.834	.918	.915	.999	.980	1.043	1.037	.941	.981	1.023	1.404
	Retail Sales of Group II Companies																	
	Retail trade, total	1.024	.930	.996	1.099	1.410	.863	.814	.967	.944	1.036	.958	.959	1.005	.938	1.006	1.077	1.425
553	Auto & home supply stores	1.064	.973	1.085	1.058	1.032	.851	.781	.946	1.019	1.074	1.037	1.078	1.041	1.003	1.082	1.032	1.060
53	General mdse. group stores	1.008	.894	.988	1.228	1.856	.700	.700	.920	.899	1.021	.930	.876	.987	.903	.989	1.212	1.861
531	Department stores	1.013	.901	.992	1.215	1.831	.703	.699	.919	.906	1.022	.934	.882	.993	.910	.993	1.202	1.837
533	Variety stores	1.003	.876	.945	1.090	1.916	.720	.731	.964	.921	1.025	.909	.897	.987	.877	.947	1.069	1.927
541	Grocery stores	1.053	.942	.992	1.025	1.053	1.006	.907	1.000	.968	1.062	.972	1.022	1.028	.952	1.010	.987	1.074
56	Apparel & accessory stores	1.094	.930	.977	1.160	1.755	.715	.693	1.017	.909	.996	.901	.861	1.085	.938	.986	1.142	1.761
562,3 8	Women's clothing, specialty stores, furriers	1.049	.930	.991	1.145	1.709	.714	.709	1.012	.933	1.000	.910	.915	1.023	.932	.999	1.134	1.720
566	Shoe stores	1.115	.969	.992	1.095	1.440	.787	.738	1.141	.938	1.032	.919	.826	1.111	.984	1.002	1.066	1.447
591	Drug & proprietary stores	.981	.922	.953	.992	1.450	.944	.894	.997	.935	1.006	.967	.964	.966	.928	.956	.981	1.462

[1] Factors were developed after the issue of last month's report.(See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago—Gary, Il-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Hartford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, Al. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Date, and Walker Counties, GA.

Chicago, Il. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

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[1] Statistics for the Boston SMSA in Table 9 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry. Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick City, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Briston County; Planville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacrameto, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, Il.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadaupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alamada, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holycke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadely, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worchester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince George's Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngston-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

---

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

- New England Division
  - Maine
  - New Hampshire
  - Vermont
  - Massachusetts
  - Rhode Island
  - Connecticut
- Middle Atlantic Division
  - New York
  - New Jersey
  - Pennsylvania

MIDWEST (formerly North Central)

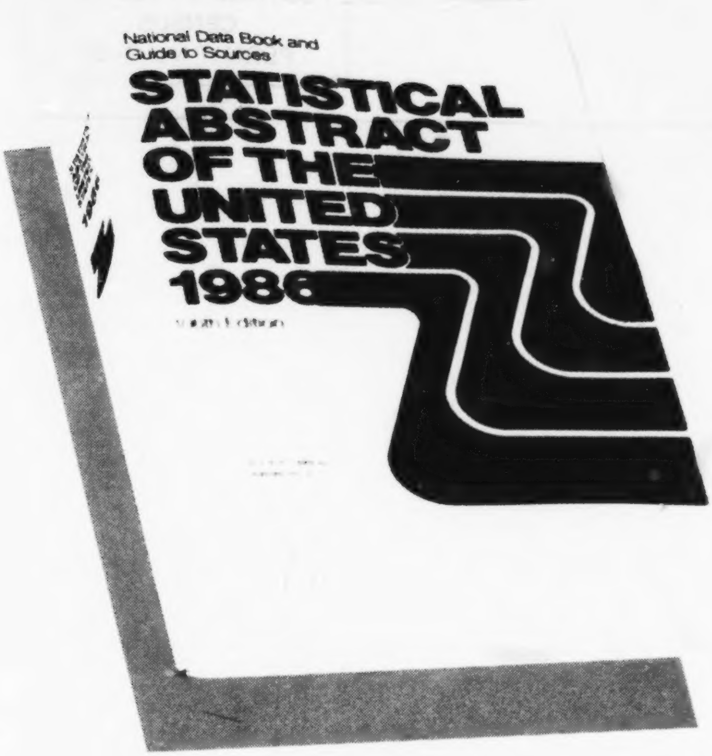
- East North Central Division
  - Ohio
  - Indiana
  - Illinois
  - Michigan
  - Wisconsin
- West North Central Division
  - Minnesota
  - Iowa
  - Missouri
  - North Dakota
  - South Dakota
  - Nebraska
  - Kansas

SOUTH

- South Atlantic Division
  - Delaware
  - Maryland
  - District of Columbia
  - Virginia
  - West Virginia
  - North Carolina
  - South Carolina
  - Georgia
  - Florida
- East South Central Division
  - Kentucky
  - Tennessee
  - Alabama
  - Mississippi
- West South Central Division
  - Arkansas
  - Louisiana
  - Oklahoma
  - Texas

WEST

- Mountain Division
  - Montana
  - Idaho
  - Wyoming
  - Colorado
  - New Mexico
  - Arizona
  - Utah
  - Nevada
- Pacific Division
  - Washington
  - Oregon
  - California
  - Alaska
  - Hawaii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86/10

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

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October 1986

Issued December 1986

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Intention to revise estimates: Please note the announcement on page 8 of this report concerning plans to revise the sales and inventories estimates.

Sales: Total sales for all retail stores in the United States during October 1986 were estimated to be $123.2 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated October 1986 sales indicated a decrease of 5.2 percent below September, but increased 5.8 percent compared to October 1985. Excluding the automotive group, sales were little changed from September, but were 4.0 percent higher than October 1985. The cumulative sales for all retail stores in the first 10 months of 1986 were 5.0 percent higher than sales for the similar period last year.

The sales for most major kinds of business were significantly higher than last year. Building materials dealers were up 14.4 percent, automotive dealers up 12.2 percent, and furniture stores sales were 9.9 percent above the October 1985 sales. Gasoline service stations sales, however, were 18.9 percent lower than those for October 1985.

The unadjusted sales for the Middle Atlantic Division were 8.9 percent higher than last year, while sales for the New England Division were up 8.7 percent. Indiana showed an increase in sales over October 1985 of 17.5 percent, and sales in Maryland were up 13.5 percent.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $183.9 billion at the end of October, an increase of 2.9 percent from September and were 7.3 percent above October of last year.

Durable goods decreased 4.2 percent from September and were up 10.0 percent from October 1985. Nondurable goods inventories increased 1.6 percent from September and were up 4.7 percent from the previous year.

The total inventories/sales ratio for October based on seasonally adjusted data was 1.45, up 0.11 from the previous month and 0.02 above October of last year.

Figure 1. **Retail Sales**

Month-to-Month Percent Change*

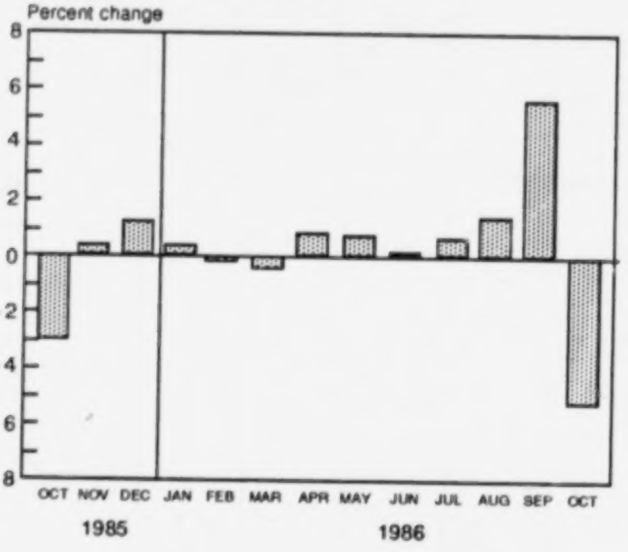
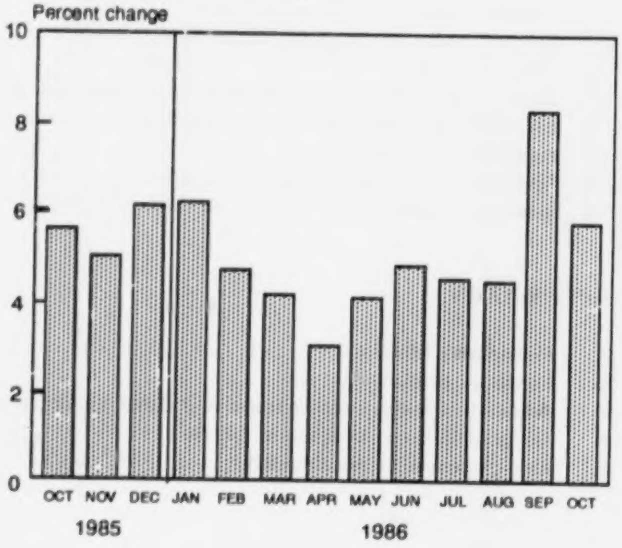


Figure 2. **Retail Sales**

Year-to-Year Percent Change*



*(DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. **Estimated Monthly Retail Sales: January 1976 – October 1986**

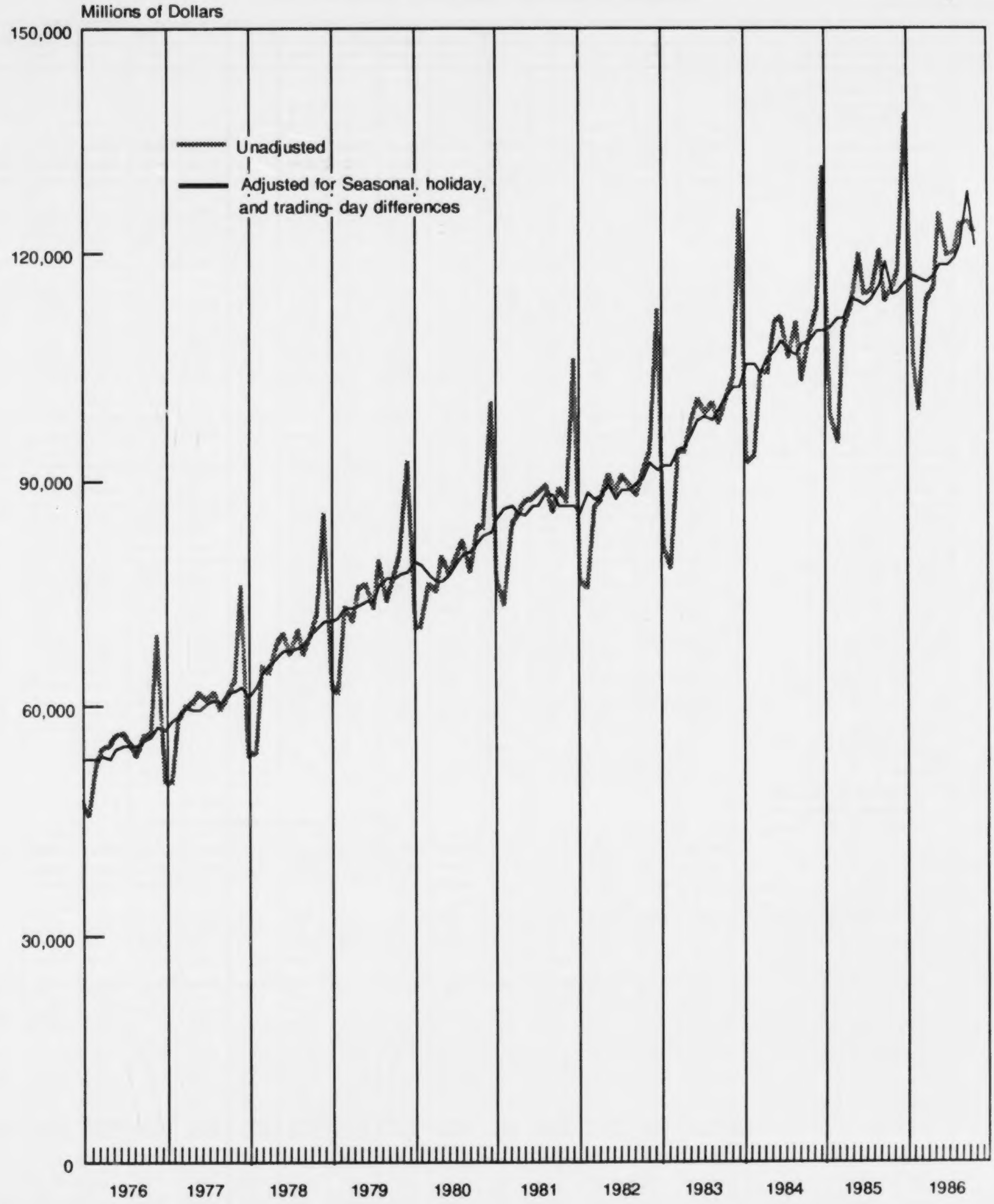

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986										1985			Total 10 mos.	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.^{p}	Oct.	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	**105,642**	**99,661**	**114,236**	**115,710**	**125,421**	**120,351**	**120,736**	**124,059**	**124,645**	**123,313**	**115,750**	**118,060**	**138,646**	**1,173,774**	**1,117,235**
	Total (excl. auto. group)	81,831	76,333	87,995	87,468	94,845	90,611	91,735	94,823	89,544	94,935	90,743	94,957	115,553	890,120	850,638
	Durable goods, total	38,985	37,469	42,843	46,098	49,856	48,810	48,228	48,702	54,332	48,197	42,787	41,120	46,346	463,520	426,741
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,996	6,401	7,702	8,129	8,128	8,033	7,780	7,780	7,941	6,950	6,236	5,993	72,283	61,833
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,486	6,867	6,902	7,054	6,809	6,676	6,890	6,236	5,491	5,302	62,383	54,140
521,3	Bldg. mat., supply stores	4,035	3,694	4,609	5,500	5,791	5,819	6,013	5,785	5,721	5,890	5,212	4,538	4,218	52,857	45,085
525	Hardware stores	779	712	870	986	1,076	1,083	1,041	1,024	955	1,000	1,024	953	1,084	9,526	9,055
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,242	30,576	29,740	29,001	29,236	35,101	28,378	25,007	23,103	23,093	283,654	266,597
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,172	28,446	27,631	26,810	27,076	32,996	26,230	22,811	20,938	21,054	263,523	246,436
551,2	Motor vehicle dealers	21,088	20,495	22,509	24,163	26,381	25,579	24,920	25,338	31,406	24,694	21,691	19,935	20,080	246,573	231,026
551	Motor veh. (franchised)	20,370	19,807	21,699	23,367	25,515	24,651	23,895	24,261	30,361	23,648	20,792	19,192	19,442	237,574	221,594
553	Auto & Home supply stores	1,759	1,606	1,853	2,070	2,130	2,109	2,191	2,160	2,105	2,148	2,196	2,165	2,039	20,131	20,161
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,684	6,094	6,089	6,360	6,512	6,414	6,580	5,983	6,406	8,102	60,116	53,604
571	Furniture & home furn. stores	3,035	2,828	3,209	3,208	3,434	3,346	3,425	3,596	3,512	3,615	3,245	3,422	3,693	33,208	29,808
5712	Furniture stores	1,863	1,718	1,945	1,910	2,101	2,054	2,096	2,238	2,179	2,223	1,983	2,130	2,271	20,327	18,514
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	2,048	2,239	2,323	2,496	2,457	2,380	2,465	2,298	2,533	3,675	22,489	20,026
5722	Household appliance stores	676	570	638	633	712	732	814	761	716	729	778	785	1,016	6,981	6,771
5944	Jewelry stores	704	755	790	795	1,009	871	808	918	882	1,001	819	1,065	2,677	8.533	7,464
	Nondurable goods, total	66,657	62,192	71,393	69,612	75,565	71,541	72,508	75,357	70,313	75,116	72,963	76,940	92,300	710,254	690,494
53	General mdse. group stores	9,383	9,550	12,661	12,498	14,017	12,755	12,245	13,922	12,540	13,812	13,217	16,422	24,720	123,383	118,314
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,797	13,275	12,107	11,650	13,247	11,967	13,151	12,522	15,647	23,376	116,874	111,534
531	Department stores	7,954	8,049	10,769	10,644	11,985	10,971	10,519	12,037	10,866	11,890	11,216	13,910	20,903	105,684	99,931
539	Misc. gen. mdse. stores	861	945	1,102	1,153	1,290	1,136	1,131	1,210	1,101	1,261	1,306	1,737	2,473	11,190	11,603
533	Variety stores	568	556	790	701	742	648	595	675	573	661	695	775	1,344	6,509	6,780
54	Food stores	23,948	21,813	24,213	23,354	25,635	24,206	25,459	25,207	23,662	25,210	23,709	24,297	25,409	242,707	232,492
541	Grocery stores	22,749	20,630	22,853	22,049	24,235	22,878	24,123	23,818	22,322	23,808	22,408	22,964	23,765	229,465	219,374
546	Retail bakeries	296	309	368	349	370	353	352	389	409	444	339	352	376	3,639	3,266
554	Gasoline service stations	8,067	7,122	7,173	6,941	7,442	7,451	7,390	7,110	6,873	7,017	8,647	8,285	8,618	72,586	83,864
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	6,313	5,680	5,533	6,606	5,992	6,279	5,881	6,809	9,783	57,363	53,081
561	Mens & boys clothing, furnishings	563	511	660	692	776	724	622	699	661	710	691	854	1,342	6,618	6,140
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,405	2,612	2,331	2,387	2,639	2,571	2,719	2,534	2,835	3,963	24,118	22,323
562	Womens ready-to-wear	1,717	1,624	2,297	2,164	2,355	2,115	2,185	2,381	2,311	2,428	2,252	2,487	3,444	21,577	19,944
565	Family clothing stores	1,161	1,089	1,556	1,463	1,605	1,450	1,405	1,802	1,500	1,596	1,500	1,864	2,885	14,627	13,583
566	Shoe stores	740	703	1,026	914	996	892	827	1,103	967	972	898	948	1,190	9,140	8,719
58	Eating and drinking places	10,338	9,826	11,309	11,663	12,377	12,250	12,648	13,140	11,849	12,466	11,307	10,754	10,728	117,866	109,553
5812	Eating places	9,525	9,075	10,458	10,751	11,476	11,326	11,715	12,201	10,956	11,513	10,471	9,940	9,894	108,996	101,368
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,622	6,977	6,852	7,053	7,329	6,706	7,031	6,522	6,127	6,012	66,351	62,341
5812 pt.	Refreshment places	3,632	3,376	3,941	3,999	4,317	4,305	4,515	4,682	4,084	4,318	3,819	3,682	3,749	41,169	37,914
5813	Drinking pls. (alcoholic bev)	813	751	851	912	901	924	933	939	893	953	836	814	834	8,870	8,185
591	Drug & proprietary stores	3,828	3,619	3,997	3,865	4,118	3,994	4,030	4,060	3,899	4,110	3,863	3,832	5,186	39,520	36,996
592	Liquor stores	1,363	1,242	1,395	1,366	1,496	1,489	1,563	1,518	1,387	1,475	1,430	1,544	2,077	14,294	14,181
596	Nonstore retailers[1]	2,139	2,094	2,275	2,276	2,183	2,077	2,083	2,182	2,353	2,749	2,830	2,800	2,587	22,411	21,563
5961 pt.	Mail-order houses (department store merchandise)	260	238	286	308	290	265	290	309	298	367	457	494	461	2,911	3,595
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,170	30,211	28,206	27,722	31,040	28,762	30,735	28,627	33,946	50,548	276,491	258,027
	Adjusted for seasonal variations, holiday, and trading-day differences										See	note 3				
	Retail trade, total	**117,349**	**117,200**	**116,684**	**117,715**	**118,675**	**118,960**	**119,804**	**121,523**	**128,331**	**121,617**	**114,947**	**115,489**	**116,861**	**1,197,858**	**1,140,576**
	Total (excl. auto group)	91,022	91,160	91,658	91,358	91,511	91,859	92,374	92,750	93,013	93,327	89,737	90,049	90,697	920,032	879,405
	Durable goods, total	44,187	43,949	43,279	44,874	45,554	45,596	46,312	47,912	54,617	47,584	42,523	42,744	43,882	463,864	427,015
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,143	7,384	6,947	6,998	7,080	7,205	7,350	7,358	6,431	6,467	6,641	71,298	60,842
521,3	Bldg. mat., & supply stores	5,121	5,053	5,121	5,451	5,107	5,087	5,202	5,259	5,278	5,287	4,683	4,678	4,882	51,966	44,196
525	Hardware stores	927	953	974	948	933	984	976	995	987	997	1,019	943	940	9,674	9,172
55 ex 554	Automotive dealers	26,327	26,040	25,026	26,357	27,164	27,101	27,430	28,773	35,318	28,290	25,210	25,440	26,164	277,826	261,171
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	23,029	24,369	25,151	25,096	25,436	26,729	33,262	26,283	23,158	23,342	24,117	257,643	240,987
553	Auto & home supply stores	2,041	2,038	1,997	1,988	2,013	2,005	1,994	2,044	2,056	2,007	2,052	2,098	2,047	20,183	20,184
57	Furniture, home furn. & equip strs	5,969	5,971	6,049	6,099	6,262	6,378	6,507	6,516	6,515	6,480	5,895	5,883	6,012	62,746	55,956
571	Furniture & home furn. stores	3,253	3,300	3,329	3,338	3,373	3,404	3,470	3,488	3,512	3,493	3,138	3,151	3,211	33,960	30,455
5722,32	Household appliance, radio & tv	2,263	2,244	2,268	2,301	2,426	2,509	2,557	2,338	2,487	2,475	2,303	2,286	2,348	24,068	21,474
	Nondurable goods, total	73,162	73,251	73,405	72,841	73,121	73,364	73,492	73,611	73,714	74,033	72,424	72,745	72,979	733,994	713,561
53	General mdse. group stores	13,340	13,621	13,801	13,860	13,730	13,766	13,873	14,083	13,850	13,933	13,325	13,467	13,416	137,857	132,221
531	Department stores	11,330	11,532	11,705	11,774	11,716	11,784	11,926	12,134	11,941	11,986	11,295	11,420	11,416	117,828	111,453
533	Variety stores	768	747	803	774	737	711	643	678	662	691	730	726	723	7,214	7,484
539	Misc. gen. mdse stores	1,242	1,342	1,293	1,312	1,277	1,271	1,304	1,271	1,247	1,256	1,300	1,321	1,277	12,815	13,284
54	Food stores	24,337	24,261	24,463	24,126	24,233	24,398	24,486	24,283	24,661	24,891	23,782	23,993	24,250	244,139	234,237
541	Grocery stores	23,002	22,948	23,131	22,825	22,906	23,063	23,151	22,902	23,252	23,456	22,453	22,647	22,873	230,636	220,881
554	Gasoline service stations	8,421	8,186	7,615	7,112	7,190	7,144	6,932	6,759	6,839	6,813	8,403	8,377	8,499	73,011	83,929
56	Apparel & accessory stores	5,915	5,996	6,189	6,205	6,211	6,283	6,257	6,411	6,320	6,302	5,918	5,974	5,954	62,089	57,390
561	Mens & boys clothing, furnishings	695	730	752	770	759	754	751	760	756	724	704	706	704	7,451	6,912
562,3,8	Women's clothing, spec., furrier	2,498	2,492	2,562	2,548	2,553	2,625	2,632	2,679	2,670	2,653	2,479	2,496	2,505	25,912	23,978
566	Shoe stores	886	924	937	941	951	955	954	1,025	960	973	888	895	893	9,506	9,037
58	Eating & drinking places	11,274	11,255	11,400	11,651	11,710	11,722	11,810	11,956	11,945	12,068	11,085	11,121	11,003	116,791	108,760
591	Drug & proprietary stores	3,938	3,925	4,017	4,022	4,089	4,118	4,155	4,168	4,161	4,185	3,946	3,906	3,911	40,778	38,167
592	Liquor stores	1,503	1,489	1,520	1,493	1,497	1,519	1,499	1,464	1,471	1,494	1,461	1,482	1,495	14,949	14,835

^{p}Preliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. **Percent Change in Estimated Monthly Retail Sales, by Kind of Business**

SIC code	Kind of business	Percent change in retail sales		
		Oct.1986 from--		10 mos. 1986 from 10 mos. 1985
		Oct.1985	Sept.1986	
	Data Not Adjusted[1]			
	Retail trade, total	+6.5	-1.1	+5.1
	Total (excl. auto. group)	+4.6	+6.0	+4.6
	Durable goods, total	+12.6	-11.3	+8.6
52	Building materials, hardware, garden supply, and mobile homes dealers	+14.3	+2.1	+16.9
521,3,5	Bldg. mat., supply, hardware stores	+10.5	+3.2	+15.2
521,3	Bldg. materials and supply stores	+13.0	+3.0	+17.2
523	Paint, glass, wallpaper stores*	+2.0	-2.8	+19.4
525	Hardware stores	-2.3	+4.7	+5.2
55 ex 554	Automotive dealers	+13.5	-19.2	+6.4
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+15.0	-20.5	+6.9
551,2	Motor vehicle dealers	+13.8	-21.4	+6.7
551	Motor vehicle dlrs. (franchised)	+13.7	-22.1	+7.2
553	Auto and home supply stores	-2.2	+2.0	-.1
57	Furniture, home furn., & equip. stores	+10.0	+2.6	+12.1
571	Furniture, and home furn. stores	+11.4	+2.9	+11.4
5712	Furniture stores	+12.1	+2.0	+9.8
5713	Floor covering stores*	+7.9	+5.9	+13.4
5722,32	Household appliance, radio & TV	+7.3	+3.6	+12.3
5722	Household appliance stores	-6.3	+1.8	+3.1
5732	Radio and television stores*	+14.2	+4.3	+17.0
5733	Music stores*	+13.6	-4.2	+17.2
5941	Sporting goods strs. & bicycle shops*	+12.9	-4.2	+5.3
5942	Book stores*	+9.8	-23.5	+5.1
5944	Jewelry stores	+22.2	+13.5	+14.3
5946	Camera, photographic supply stores*	+8.5	-2.7	+7.1
5999 pt.	Optical goods stores*	+21.4	+3.5	+12.6
	Nondurable goods, total	+3.0	+6.8	+2.9
53	General merchandise group stores	+4.5	+10.1	+4.3
531,9	Dept. strs., misc. gen. mdse. strs	+5.0	+9.9	+4.8
531	Department stores	+6.0	+9.4	+5.8
539	Misc. general mdse. stores	-3.4	+14.5	-3.6
533	Variety stores	-4.9	+15.4	-4.0
54	Food stores	+6.3	+6.5	+4.4
541	Grocery stores	+6.2	+6.7	+4.6
542	Meat and fish (seafood) markets*	-9.2	+1.8	-13.7
543	Fruit stores & vegetable markets*	-15.4	-4.2	+.6
544	Candy, nut, confectionery stores*	+26.3	+23.2	+15.6
546	Retail bakeries	+31.0	+8.6	+11.4
554	Gasoline service stations	-18.9	+2.1	-13.4
56	Apparel and accessory stores	+6.8	+4.8	+8.1
561	Men's & boy's clothing, furnishings	+2.7	+7.4	+7.8
562,3,8	Women's cloth., spec. strs., furriers	+7.3	+5.8	+8.0
562	Women's ready-to-wear stores	+7.8	+5.1	+8.2
565	Family clothing stores	+6.4	+6.4	+7.7
566	Shoe stores	+8.2	+.5	+4.8
58	Eating and drinking places	+10.3	+5.2	+7.6
5812	Eating places	+10.0	+5.1	+7.5
5812 pt.	Restaurants, lunchrooms, cafes	+7.8	+4.8	+6.4
5812 pt.	Refreshment places	+13.1	+5.7	+8.6
5813	Drinking places (alcoholic bevs.)	+14.0	+6.7	+8.4
591	Drug & proprietary stores	+6.4	+5.4	+6.8
592	Liquor stores	+3.1	+6.3	+.8
5943	Stationery stores*	+5.0	+7.1	-2.2
596	Nonstore retailers[2]	-2.9	+16.8	+3.9
5961 pt.	Mail-order houses (department store merchandise)	-19.7	+23.2	-19.0
598	Fuel and ice dealers*	-15.8	+18.5	-9.2
5983	Fuel and oil dealers*	-18.9	+16.9	-11.5
53,56,57, 594	GAF, total[3]	+7.4	+6.9	+7.2
	Data Adjusted[4]			
	Retail trade, total	+5.8	-5.2	+5.0
	Total (ex. automotive group)	+4.0	+.3	+4.6
	Durable goods, total	+11.9	-12.9	+8.6
52	Building materials, hardware, garden supply, and mobile homes dealers	+14.4	+.1	+17.2
521,3	Bldg. materials and supply stores	+12.9	+.2	+17.6
525	Hardware stores	-2.2	+1.0	+5.5
55 ex 554	Automotive dealers	+12.2	-19.9	+6.4
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+13.5	-21.0	+6.9
553	Auto and home supply stores	-2.2	-2.4	.0
57	Furniture, home furn., & equip. stores	+9.9	-.5	+12.1
571	Furniture and home furn. stores	+11.3	-.5	+11.5
5722,32	Hshd. appl., radio and TV stores	+7.5	-.5	+12.1
	Nondurable goods, total	+2.2	+.4	+2.9
53	General merchandise group stores	+4.6	+.6	+4.3
531	Department stores	+6.1	+.4	+5.7
533	Variety stores	-5.3	+4.4	-3.6
539	Misc. general mdse. stores	-3.4	+.7	-3.5
54	Food stores	+4.7	+.9	+4.2
541	Grocery stores	+4.5	+.9	+4.4
554	Gasoline service stations	-18.9	-.4	-13.0
56	Apparel and accessory stores	+6.5	-.3	+8.2
561	Men's & boy's clothing, furnishings	+2.8	-4.2	+7.8
562,3,8	Women's cloth., spec. strs., furriers	+7.0	-.6	+8.1
566	Shoe stores	+9.6	+1.4	+5.2
58	Eating and drinking places	+8.9	+1.0	+7.4
591	Drug & proprietary stores	+6.1	+.6	+6.8
592	Liquor stores	+2.3	+1.6	+.8

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.
[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail order.
[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. **Month-to-Month and Long-Term Percent Changes in Retail Sales**

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change		Average monthly rates of change		
				August 1986 through Oct.1986 from--				
	Oct. 1986 from Sept. 1986	Sept. 1986 from Aug. 1986	Aug. 1986 from July 1986	May1986 through July 1986	Aug. 1985 through Oct.. 1985	Oct. 1986 from July 1986 (3-mo. span)	Oct. 1986 from Apr 1986 (6-mo. span)	Oct. 1986 from Oct. 1985 (12-mo. span)
Retail trade, total	-5.2	+5.6	+1.4	+3.9	+6.2	+.6	+.6	+.5
Durable goods, total	-12.9	+14.0	+3.5	+9.2	+12.9	+1.5	+1.3	+1.1
Nondurable goods, total	+.4	+.1	+.2	+.6	+2.1	+.2	+.3	+.2

Table 3. Estimated Monthly Retail Sales, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec
	Retail trade, total	110,511	111,935	111,999	114,256	113,992	113,468	114,620	116,349	118,499	114,947	115,489	116,861
	Total (excl. auto. group)	85,848	86,783	86,815	88,142	87,998	87,485	88,367	88,886	89,344	89,737	90,049	90,697
	Durable goods, total	40,644	41,341	41,498	42,764	42,587	42,335	42,887	44,318	46,118	42,523	42,744	43,882
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,033	5,952	6,140	6,197	6,225	6,431	6,467	6,641
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,356	4,416	4,513	4,510	4,683	4,678	4,882
525	Hardware stores	893	878	901	928	906	887	902	929	929	1,019	943	940
55ex.554	Automotive dealers	24,663	25,152	25,184	26,114	25,994	25,983	26,253	27,463	29,155	25,210	25,440	26,164
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	23,975	24,235	25,443	27,116	23,158	23,342	24,117
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,037	2,008	2,018	2,020	2,039	2,052	2,098	2,047
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,475	5,647	5,554	5,602	5,698	5,775	5,895	5,883	6,012
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,072	3,044	3,073	3,112	3,114	3,138	3,151	3,211
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,105	2,175	2,114	2,127	2,171	2,239	2,303	2,286	2,348
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,405	71,133	71,733	72,031	72,381	72,424	72,745	72,979
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,217	13,126	13,209	13,391	13,413	13,325	13,467	13,416
531	Department stores	10,837	11,130	11,069	11,191	11,138	11,067	11,156	11,300	11,270	11,295	11,420	11,416
533	Variety stores	733	757	758	760	750	748	739	742	767	730	726	723
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,337	1,329	1,311	1,314	1,349	1,376	1,300	1,321	1,277
54	Food stores	23,123	23,188	23,073	23,445	23,370	23,337	23,508	23,565	23,846	23,782	23,993	24,250
541	Grocery stores	21,794	21,846	21,720	22,093	22,006	22,023	22,189	22,228	22,529	22,453	22,647	22,873
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,472	8,428	8,524	8,503	8,388	8,403	8,377	8,499
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,763	5,703	5,771	5,870	5,890	5,918	5,974	5,954
561	Men's & boys' clothing, furnishings	694	688	694	693	697	681	685	690	686	704	706	704
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,388	2,378	2,438	2,484	2,492	2,479	2,496	2,505
566	Shoe stores	867	884	918	927	942	907	898	907	899	888	895	893
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,947	10,966	10,940	10,890	10,998	11,085	11,121	11,003
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,784	3,808	3,853	3,901	3,866	3,946	3,906	3,911
592	Liquor stores	1,494	1,461	1,475	1,490	1,474	1,454	1,466	1,462	1,598	1,461	1,482	1,495

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Figure 4.

Percent Change in Retail Sales: October 1986 From October 1985

(Based on data NOT ADJUSTED for seasonal Variations, holiday or trading - day differences)

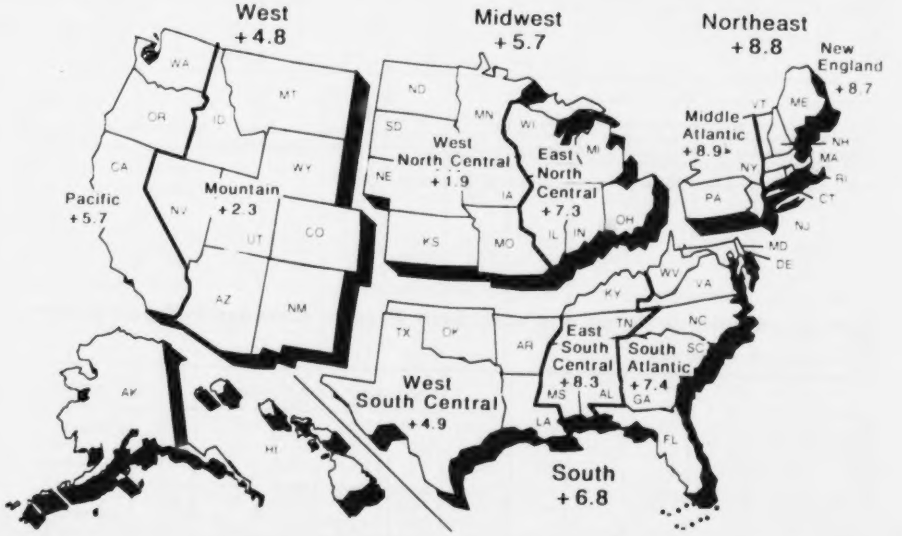

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Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986										1985			Percent change		
															Oct. 1986 from--		10 mo 1986 from 10 mo 1985
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.[p]	Oct.	Nov.	Dec.	Oct. 1985	Sept. 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	37,972	41,666	38,836	39,353	41,598	38,559	41,293	39,527	44,041	56,786	+4.5	+7.1	+3.8
	Durable goods, total	2,679	2,554	3,116	3,361	3,704	3,567	3,733	3,710	3,582	3,739	3,346	3,717	5,246	+11.7	+4.4	+8.6
553	Auto and home supply stores	361	341	412	451	466	449	500	494	465	486	455	454	437	+6.8	+4.5	+10.5
	Nondurable goods, total	31,847	30,149	35,959	34,611	37,962	35,269	35,620	37,888	34,977	37,554	36,181	40,324	51,540	+3.8	+7.4	+3.4
53	General mdse. group stores	8,708	8,911	11,863	11,690	13,158	11,964	11,415	13,026	11,721	12,895	12,239	15,387	23,218	+5.4	+10.0	+5.0
531	Department stores	7,628	7,731	10,353	10,239	11,518	10,569	10,127	11,598	10,447	11,415	10,740	13,333	20,031	+6.3	+9.3	+6.1
533	Variety stores	461	444	670	590	631	540	479	537	454	526	582	660	1,167	-9.6	+15.9	-6.9
539	Misc. general mdse. stores	619	736	840	861	1,009	855	809	891	820	954	917	1,394	2,020	+4.0	+16.3	+1.6
54	Food stores	13,401	12,073	13,419	12,835	14,165	13,063	13,947	13,889	13,032	13,874	12,979	13,516	14,177	+6.9	+6.5	+4.1
541	Grocery stores	13,235	11,904	13,225	12,677	13,992	12,897	13,781	13,721	12,874	13,705	12,822	13,340	13,880	+6.9	+6.5	+4.1
56	Apparel and accessory stores	1,743	1,726	2,561	2,318	2,533	2,340	2,244	2,846	2,458	2,547	2,351	2,849	4,234	+8.3	+3.6	+10.8
562,3,8	Women's clothing, spec., furs	785	788	1,126	1,027	1,107	1,043	1,062	1,201	1,095	1,155	1,049	1,260	1,840	+10.1	+5.5	+11.8
562	Women's ready-to-wear	768	769	1,100	1,004	1,084	1,022	1,042	1,177	1,070	1,128	1,023	1,233	1,798	+10.3	+5.4	+12.1
565	Family clothing stores	453	438	665	613	678	613	575	775	645	680	635	823	1,274	+7.1	+5.4	+8.3
566	Shoe stores	356	352	550	476	519	467	428	608	487	482	457	495	661	+5.5	-1.0	+11.2
5812	Eating places	2,268	2,125	2,485	2,459	2,588	2,564	2,728	2,770	2,554	2,715	2,436	2,379	2,405	+11.5	+6.3	+6.9
591	Drug and proprietary stores	2,083	1,939	2,213	2,079	2,251	2,185	2,186	2,222	2,141	2,238	2,122	2,147	3,174	+5.5	+4.5	+4.1
	Adjusted for seasonal variations, holiday, and trading-day differences									See	note	1					
	Retail trade, total	40,077	40,282	40,533	40,284	40,276	40,473	41,024	41,222	41,111	41,252	39,668	40,028	40,234	+4.0	+.3	+3.9
553	Auto and home supply stores	424	437	436	443	434	433	464	475	460	451	419	429	423	+7.6	-2.0	+10.5
53	General mdse. group stores	12,454	12,724	12,962	12,963	12,886	12,889	13,014	13,185	12,974	13,093	12,397	12,558	12,500	+5.6	+.9	+5.1
531	Department stores	10,851	11,060	11,266	11,301	11,270	11,316	11,482	11,680	11,480	11,542	10,827	10,974	10,940	+6.6	+.5	+6.1
533	Variety stores	640	607	695	641	616	594	534	544	529	557	621	606	609	-10.3	+5.3	-6.4
541	Grocery stores	13,156	13,125	13,225	13,096	13,175	13,269	13,484	13,347	13,552	13,583	12,938	13,015	13,181	+5.0	+.2	+3.9
56	Apparel and accessory stores	2,435	2,497	2,543	2,544	2,542	2,578	2,597	2,648	2,614	2,601	2,409	2,448	2,423	+8.0	-.5	+11.2
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,101	1,107	1,146	1,161	1,174	1,177	1,167	1,063	1,100	1,077	+9.8	-.8	+12.1
566	Shoe stores	452	477	482	507	503	508	518	547	496	485	460	452	459	+5.4	-2.2	+11.6
591	Drug and proprietary stores	2,207	2,169	2,220	2,224	2,238	2,260	2,268	2,300	2,310	2,329	2,215	2,164	2,189	+5.1	+.8	+4.1

[p] Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business). Group totals include kinds of business not shown separately.

Table 5. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.	Dec
	Retail trade, total	38,271	38,733	38,776	39,086	39,132	39,014	39,240	39,534	39,683	39,668	40,028	40,234
553	Auto & home supply stores	400	396	402	402	404	399	393	400	420	419	429	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,275	12,166	12,281	12,466	12,441	12,397	12,558	12,500
531	Department stores	10,365	10,634	10,600	10,723	10,663	10,564	10,674	10,846	10,808	10,827	10,974	10,940
533	Variety stores	624	641	646	645	640	636	629	630	654	621	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,816	12,851	12,871	12,738	13,015	12,938	13,015	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,295	2,295	2,323	2,379	2,368	2,409	2,448	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	999	1,013	1,036	1,041	1,055	1,063	1,100	1,077
566	Shoe stores	428	434	432	440	450	450	447	465	452	460	452	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,144	2,147	2,189	2,238	2,187	2,215	2,164	2,189

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Intention to Revise Estimates

Sales

The Census Bureau will revise the monthly estimates of retail sales in the United States for the period January 1967 through December 1986, utilizing the results from the 1982 Census of Retail Trade and the *1985 Annual Retail Trade Survey*. In mid-April 1987, the Census Bureau will publish *Revised Monthly Retail Trade* containing the revised January 1977 through December 1986 estimates. Revised estimates for the months January 1967 through December 1976 will be available upon request.

In addition to the annual benchmarking, this revision will reflect the introduction of a new sample of retail firms. The introduction of this new sample will cause a change in the treatment of sales from leased departments and concessions. Currently, the Census Bureau tabulates these sales in the kind-of-business category of the store in which they are located. The revision process will shift these sales from the kind of business of the store to that of the leased department or concession.

This revision also will incorporate the restructured and redefined metropolitan areas. In the past, the selected metropolitan areas for which we developed retail sales estimates were defined as Standard Metropolitan Statistical Areas (SMSA's). At the time of the revision, the Census Bureau will begin publishing monthly retail sales estimates for selected Consolidated Metropolitan Statistical Areas (CMSA's), Metropolitan Statistical Areas (MSA's), Primary Metropolitan Statistical Areas (PMSA's), and a New England County Metropolitan Area (NECMA). Revised monthly estimates will be shown from January 1978 through December 1986 for those areas whose new definitions are similar to the SMSA definitions. Monthly estimates of retail sales for the other selected metropolitan areas will commence with the January 1987 estimates.

A more detailed description of the revisions will be contained in the *Revised Monthly Retail Trade* report scheduled for release in mid-April 1987.

Inventories

Estimates of retail inventories in the United States will also be revised utilizing the results of the 1982 Census of Retail Trade and the *1985 Annual Retail Trade Survey*. Revised data for December 1980 through December 1986 will be contained in the report to be released in mid-April 1987.

The inventory series will be affected by three changes; (l) a new sample design and estimation methodology, (2) the cost basis by which reported inventory values are tabulated in the estimates, and (3) the treatment of leased department and concession inventories.

In the past, the inventory sample consisted of a subsample of firms included in the Bureau's Annual Retail Trade Survey. Estimates were derived from this sample using a ratio type estimation procedure. (A description of this sample and estimation procedure are described in appendix A of this publication). The revised estimates will be produced from a subsample of retail firms selected from the list component of the monthly retail trade sales survey (updated from the 1982 Census of Retail Trade) and from the area component. The estimation methodology will use a composite estimating procedure similar to that used to produce estimates of retail sales.

Previously, reports from firms using the last-in first-out (LIFO) method to derive the cost value of their inventories were tabulated in the estimates at the LIFO cost value. Estimates from the new sample will be on a non-LIFO basis.

The adjusted historical series beginning with December 1980 will be published in mid-April 1986.

The treatment of leased departments and concession inventories in the revised estimates will be the same as that described above for retail sales.

A more detailed description of the revisions will be contained in the *Revised Monthly Retail Trade* report scheduled for release in mid-April 1987.

Table 6. **Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions**

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986										1985			Percent change		
														Oct. 1986 from--		10 mos. 1986 from 10 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.[p]	Oct.	Nov.	Dec.	Oct. 1985	Sept. 1986	
Northeast																
Retail trade, total	**23,451**	**21,903**	**24,984**	**25,380**	**27,907**	**26,836**	**26,740**	**27,471**	**28,195**	**27,692**	**25,444**	**26,203**	**30,786**	**+8.8**	**-1.8**	**+9.2**
Durable goods, total	8,076	7,841	9,053	9,957	10,932	10,854	10,530	10,574	12,212	10,692	8,982	8,780	9,792	+19.0	-12.4	+18.3
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,479	1,716	1,710	1,672	1,672	1,669	1,704	1,422	1,332	1,213	+19.8	+2.1	+26.8
Automotive dealers	4,771	4,768	5,563	6,078	6,541	6,544	6,264	6,230	7,765	6,173	5,102	4,656	4,456	+21.0	-20.5	+17.9
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,284	1,420	1,378	1,429	1,428	1,421	1,463	1,353	1,500	1,863	+8.1	+3.0	+15.7
Nondurable goods, total	15,375	14,062	15,931	15,423	16,975	15,982	16,210	16,897	15,983	17,000	16,462	17,423	20,994	+3.3	+6.4	+4.1
General mdse. group stores	1,761	1,857	2,442	2,458	2,901	2,578	2,384	2,807	2,624	2,856	2,740	3,435	5,125	+4.2	+8.8	+5.2
Department stores	1,487	1,552	2,084	2,107	2,509	2,219	2,013	2,410	2,271	2,458	2,354	2,969	4,395	+4.4	+8.2	+6.1
Food stores	5,392	4,844	5,378	5,139	5,679	5,397	5,733	5,689	5,406	5,720	5,266	5,350	5,588	+8.6	+5.8	+7.5
Grocery stores	5,049	4,500	4,965	4,749	5,263	4,997	5,322	5,259	4,959	5,260	4,878	4,969	5,137	+7.8	+6.1	+8.2
Gasoline service stations	1,650	1,449	1,466	1,331	1,428	1,429	1,411	1,356	1,270	1,306	1,669	1,619	1,720	-21.7	+2.8	-13.8
Apparel & accessory stores	1,163	1,081	1,505	1,466	1,701	1,456	1,353	1,686	1,646	1,687	1,575	1,778	2,461	+7.1	+2.5	+9.7
Eating & drinking places	2,276	2,098	2,373	2,494	2,711	2,682	2,852	2,924	2,588	2,742	2,595	2,452	2,459	+5.7	+6.0	+4.8
Drug & proprietary stores	785	751	848	842	898	888	896	906	878	921	802	792	1,026	+14.8	+4.9	+11.2
GAF, total[1]	4,919	4,871	6,048	6,006	6,963	6,361	6,029	6,895	6,697	7,031	6,511	7,803	11,443	+8.0	+5.0	+9.8
Midwest[2]																
Retail trade, total	**24,301**	**23,176**	**26,772**	**27,729**	**29,951**	**28,856**	**28,569**	**29,251**	**29,758**	**29,661**	**28,074**	**28,476**	**32,369**	**+5.7**	**-.3**	**+3.4**
Durable goods, total	8,665	8,620	10,041	11,174	12,018	11,887	11,402	11,374	12,985	11,466	10,134	9,633	10,510	+13.1	-11.7	+6.9
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,636	1,816	1,819	1,794	1,784	1,679	1,751	1,647	1,457	1,300	+6.3	+4.3	+10.2
Automotive dealers	5,582	5,775	6,624	7,384	7,804	7,716	7,222	7,118	8,934	7,187	6,077	5,587	5,513	+18.3	-19.6	+6.0
Furniture, home furn. and equipment stores	1,225	1,075	1,263	1,247	1,299	1,311	1,379	1,384	1,348	1,414	1,372	1,463	1,855	+3.1	+4.9	+12.7
Nondurable goods, total	15,636	14,556	16,731	16,555	17,933	16,969	17,167	17,877	16,773	18,195	17,940	18,843	21,859	+1.4	+8.5	+1.2
General mdse. group stores	2,384	2,324	3,181	3,228	3,554	3,264	3,168	3,584	3,211	3,591	3,404	4,183	6,098	+5.5	+11.8	+4.4
Department stores	2,098	2,039	2,821	2,854	3,147	2,919	2,800	3,208	2,876	3,200	2,996	3,706	5,419	+6.8	+11.3	+6.1
Food stores	5,353	4,870	5,334	5,177	5,768	5,374	5,659	5,579	5,202	5,596	5,375	5,536	5,723	+4.1	+7.6	+1.9
Grocery stores	5,132	4,648	5,081	4,929	5,479	5,113	5,410	5,308	4,963	5,338	5,114	5,253	5,399	+4.4	+7.6	+2.6
Gasoline service stations	2,211	1,913	1,894	1,845	1,986	2,066	2,003	1,949	1,835	1,864	2,527	2,402	2,446	-26.2	+1.6	-18.5
Apparel & accessory stores	1,018	897	1,294	1,216	1,316	1,174	1,154	1,360	1,234	1,360	1,303	1,516	2,108	+4.4	+10.2	+6.3
Eating & drinking places	2,220	2,254	2,608	2,716	2,804	2,774	2,862	3,006	2,839	3,079	2,587	2,443	2,270	+19.0	+8.5	+12.6
Drug & proprietary stores	992	931	993	949	1,042	1,010	1,024	1,033	983	1,030	986	967	1,306	+4.5	+4.8	+4.9
GAF, total[1]	5,179	4,838	6,350	6,305	6,927	6,482	6,404	7,130	6,506	7,117	6,755	7,994	11,642	+5.4	+9.4	+6.3
South																
Retail trade, total	**35,370**	**33,284**	**38,538**	**38,749**	**41,775**	**39,475**	**40,014**	**40,971**	**40,835**	**40,621**	**38,052**	**38,711**	**46,050**	**+6.8**	**-.5**	**+4.2**
Durable goods, total	13,649	12,834	14,645	15,595	16,831	16,076	16,262	16,325	18,207	16,187	14,627	13,911	15,815	+10.7	-11.1	+5.5
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,041	2,999	2,910	2,893	2,672	2,717	2,739	2,554	2,258	2,271	+7.2	+.8	+14.0
Automotive dealers	8,405	7,901	8,690	9,326	10,283	9,661	9,785	9,880	11,796	9,605	8,705	7,957	8,051	+10.3	-18.6	+1.9
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	2,037	2,093	2,190	2,258	2,232	2,240	1,950	2,101	2,651	+14.9	+.4	+11.8
Nondurable goods, total	21,721	20,450	23,893	23,154	24,944	23,399	23,752	24,646	22,628	24,434	23,425	24,800	30,235	+4.3	+8.0	+3.4
General mdse. group stores	3,192	3,300	4,485	4,332	4,786	4,306	4,159	4,710	4,114	4,625	4,367	5,477	8,512	+5.9	+12.4	+4.4
Department stores	2,604	2,676	3,655	3,537	3,930	3,586	3,504	3,968	3,458	3,874	3,551	4,404	6,794	+9.1	+12.0	+6.9
Food stores	8,138	7,476	8,353	8,017	8,710	8,233	8,652	8,563	7,991	8,546	8,096	8,322	8,626	+5.6	+6.9	+3.4
Grocery stores	7,859	7,208	8,050	7,735	8,419	7,945	8,357	8,260	7,702	8,243	7,798	8,015	8,270	+5.7	+7.0	+3.7
Gasoline service stations	2,624	2,293	2,317	2,302	2,445	2,351	2,351	2,231	2,169	2,277	2,685	2,584	2,733	-15.2	+5.0	-11.3
Apparel & accessory stores	1,514	1,448	2,105	1,879	2,010	1,779	1,748	2,125	1,809	1,963	1,799	2,077	3,164	+9.1	+8.5	+7.4
Eating & drinking places	3,324	3,130	3,649	3,821	4,069	3,996	4,113	4,212	3,732	3,880	3,507	3,379	3,407	+10.6	+4.0	+8.4
Drug & proprietary stores	1,281	1,229	1,361	1,288	1,353	1,281	1,292	1,308	1,257	1,345	1,265	1,275	1,714	+6.3	+7.0	+9.3
GAF, total[1]	7,512	7,370	9,543	9,079	9,952	9,230	9,148	10,269	9,278	10,087	9,171	10,930	16,771	+10.0	+8.7	+7.2
West																
Retail trade, total	**22,520**	**21,298**	**23,942**	**23,852**	**25,788**	**25,184**	**25,413**	**26,366**	**25,857**	**25,339**	**24,180**	**24,670**	**29,441**	**+4.8**	**-2.0**	**+4.1**
Durable goods, total	8,595	8,174	9,104	9,372	10,075	9,993	10,034	10,429	10,928	9,852	9,044	8,796	10,229	+8.9	-9.8	+6.6
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,546	1,598	1,689	1,674	1,652	1,715	1,747	1,327	1,189	1,209	+31.7	+1.9	+20.5
Automotive dealers	5,053	4,884	5,364	5,454	5,948	5,819	5,730	6,008	6,606	5,413	5,123	4,903	5,073	+5.7	-18.1	+3.8
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,246	1,338	1,307	1,362	1,442	1,413	1,463	1,308	1,342	1,733	+11.9	+3.5	+8.8
Nondurable goods, total	13,925	13,124	14,838	14,480	15,713	15,191	15,379	15,937	14,929	15,487	15,136	15,874	19,212	+2.3	+3.7	+2.5
General mdse. group stores	2,046	2,069	2,553	2,480	2,776	2,607	2,534	2,821	2,591	2,740	2,706	3,327	4,985	+1.3	+5.8	+3.0
Department stores	1,765	1,782	2,209	2,146	2,399	2,247	2,202	2,451	2,261	2,358	2,315	2,831	4,295	+1.9	+4.3	+3.3
Food stores	5,065	4,623	5,148	5,021	5,478	5,202	5,415	5,376	5,063	5,348	4,972	5,089	5,472	+7.6	+5.6	+5.4
Grocery stores	4,709	4,274	4,757	4,636	5,074	4,823	5,034	4,991	4,698	4,967	4,618	4,727	4,959	+7.6	+5.7	+4.7
Gasoline service stations	1,582	1,467	1,496	1,463	1,583	1,605	1,625	1,574	1,599	1,570	1,766	1,680	1,719	-11.1	-1.8	-9.3
Apparel & accessory stores	999	975	1,224	1,176	1,286	1,271	1,278	1,435	1,303	1,269	1,204	1,438	2,050	+5.4	-2.6	+8.9
Eating & drinking paces	2,518	2,344	2,679	2,632	2,793	2,798	2,821	2,998	2,690	2,765	2,618	2,480	2,592	+5.6	+2.8	+4.5
Drug & proprietary stores	770	708	795	786	825	815	818	813	781	814	810	798	1,140	+.5	+4.2	+1.2
GAF, total[1]	5,133	4,967	5,915	5,780	6,369	6,133	6,141	6,746	6,281	6,500	6,190	7,219	10,692	+5.0	+3.5	+5.3

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. **Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions**

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986										1985			Percent change		
														Oct. 1986 from--		10 mos. 1986 from 10 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.[p]	Oct.	Nov.	Dec.	Oct. 1985	Sept. 1986	
New England	**7,150**	**6,664**	**7,480**	**7,630**	**8,359**	**8,110**	**8,214**	**8,451**	**8,635**	**8,452**	**7,777**	**7,811**	**9,108**	**+8.7**	**-2.1**	**+11.2**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,693	5,078	4,750	4,906	5,196	4,862	5,140	5,008	5,289	6,266	+2.6	+5.7	+5.5
Gen. mdse. group stores	513	539	702	717	839	749	707	841	775	836	767	971	1,471	+9.0	+7.9	+8.0
Department stores	407	411	555	571	673	599	563	676	628	669	622	782	1,179	+7.6	+6.5	+7.9
Food stores	1,534	1,360	1,494	1,470	1,630	1,519	1,671	1,712	1,597	1,674	1,557	1,536	1,562	+7.5	+4.8	+6.5
GAF, total[1]	1,238	1,261	1,590	1,598	1,834	1,680	1,600	1,882	1,788	1,877	1,710	2,059	3,070	+9.8	+5.0	+11.1
Middle Atlantic	**16,301**	**15,239**	**17,504**	**17,750**	**19,548**	**18,726**	**18,526**	**19,020**	**19,560**	**19,240**	**17,667**	**18,392**	**21,678**	**+8.9**	**-1.6**	**+8.3**
Durable goods, total	5,706	5,513	6,370	7,020	7,651	7,494	7,222	7,319	8,439	7,380	6,213	6,258	6,950	+18.8	-12.5	+17.0
Automotive dealers	3,311	3,257	3,846	4,212	4,475	4,404	4,204	4,224	5,278	4,181	3,463	3,236	3,089	+20.7	-20.8	+16.2
Nondurable goods, total	10,595	9,726	11,134	10,730	11,897	11,232	11,304	11,701	11,121	11,860	11,454	12,134	14,728	+3.5	+6.6	+3.5
Gen. mdse. group stores	1,248	1,318	1,740	1,741	2,062	1,829	1,677	1,966	1,849	2,020	1,973	2,464	3,654	+2.4	+9.2	+4.1
Department stores	1,080	1,141	1,529	1,536	1,836	1,620	1,450	1,734	1,643	1,789	1,732	2,187	3,216	+3.3	+8.9	+5.4
Food stores	3,858	3,484	3,884	3,669	4,049	3,878	4,062	3,977	3,809	4,046	3,709	3,814	4,026	+9.1	+6.2	+7.9
Gasoline service stations	1,103	956	981	884	951	958	951	900	831	861	1,118	1,077	1,152	-23.0	+3.6	-17.9
Apparel & accessory strs.	869	792	1,116	1,083	1,295	1,095	1,020	1,252	1,242	1,269	1,175	1,309	1,856	+8.0	+2.2	+9.0
Eating & drinking places	1,498	1,393	1,594	1,642	1,807	1,807	1,890	1,952	1,745	1,865	1,737	1,646	1,676	+7.4	+6.9	+2.4
Drug & proprietary stores	588	553	644	643	672	680	695	686	656	701	595	581	747	+17.8	+6.9	+16.4
GAF, total[1]	3,681	3,610	4,458	4,408	5,129	4,681	4,429	5,013	4,909	5,154	4,801	5,744	8,373	+7.4	+5.0	+9.4
East North Central	**16,969**	**16,300**	**18,923**	**19,572**	**21,180**	**20,548**	**20,210**	**20,586**	**20,959**	**20,972**	**19,545**	**19,931**	**22,888**	**+7.3**	**+.1**	**+4.3**
Durable goods, total	5,975	6,021	7,021	7,827	8,466	8,459	7,965	7,802	8,989	7,968	6,937	6,632	7,441	+14.9	-11.4	+8.1
Automotive dealers	3,879	4,047	4,664	5,177	5,502	5,559	5,069	4,860	6,220	4,996	4,158	3,808	3,883	+20.2	-19.7	+7.5
Furniture, home furn. strs.	843	764	912	913	945	960	1,005	1,006	971	1,056	968	1,068	1,326	+9.1	+8.8	+12.7
Nondurable goods, total	10,994	10,279	11,902	11,745	12,714	12,089	12,245	12,784	11,970	13,004	12,608	13,299	15,447	+3.1	+8.6	+1.9
Gen. mdse. group stores	1,661	1,616	2,236	2,273	2,474	2,291	2,231	2,514	2,258	2,530	2,405	2,961	4,313	+5.2	+12.0	+4.4
Department stores	1,480	1,443	2,008	2,033	2,220	2,068	1,982	2,270	2,043	2,278	2,146	2,672	3,878	+6.2	+11.5	+5.9
Food stores	3,647	3,325	3,668	3,542	3,976	3,690	3,945	3,889	3,592	3,830	3,642	3,757	3,893	+5.2	+6.6	+2.1
Gasoline service stations	1,547	1,347	1,333	1,271	1,368	1,453	1,434	1,407	1,312	1,327	1,724	1,615	1,671	-23.0	+1.1	-17.1
Apparel & accessory strs.	758	661	963	907	994	886	850	1,006	920	1,010	957	1,141	1,576	+5.5	+9.8	+6.1
Eating & drinking places	1,574	1,640	1,889	1,960	2,065	2,046	2,063	2,199	2,070	2,251	1,853	1,777	1,600	+21.5	+8.7	+13.0
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,545	4,981	4,682	4,609	5,110	4,668	5,153	4,834	5,789	8,405	+6.6	+10.4	+6.7
West North Central	**7,332**	**6,876**	**7,849**	**8,157**	**8,771**	**8,308**	**8,359**	**8,665**	**8,799**	**8,689**	**8,529**	**8,545**	**9,481**	**+1.9**	**-1.3**	**+1.3**
Durable goods, total	2,690	2,599	3,020	3,347	3,552	3,428	3,437	3,572	3,996	3,498	3,197	3,001	3,069	+9.4	-12.5	+4.1
Automotive dealers	1,703	1,728	1,960	2,207	2,302	2,157	2,153	2,258	2,714	2,191	1,919	1,779	1,630	+14.2	-19.3	+2.5
Nondurable goods, total	4,642	4,277	4,829	4,810	5,219	4,880	4,922	5,093	4,803	5,191	5,332	5,544	6,412	-2.6	+8.1	-.4
Gen. mdse. group stores	723	708	945	955	1,080	973	937	1,070	953	1,061	999	1,222	1,785	+6.2	+11.3	+4.2
Department stores	618	596	813	821	927	851	818	938	833	922	850	1,034	1,541	+8.5	+10.7	+6.7
Food stores	1,706	1,545	1,666	1,635	1,792	1,684	1,714	1,690	1,610	1,766	1,733	1,779	1,830	+1.9	+9.7	+1.7
Gasoline service stations	664	566	561	574	618	613	569	542	523	537	803	787	775	-33.1	+2.7	-21.8
Apparel & accessory strs.	260	236	331	309	322	288	304	354	314	350	346	375	532	+1.2	+11.5	+6.8
GAF, total[1]	1,510	1,403	1,793	1,760	1,946	1,800	1,795	2,020	1,838	1,964	1,921	2,205	3,237	+2.2	+6.9	+5.5
South Atlantic	**18,748**	**17,664**	**20,445**	**20,657**	**22,199**	**20,836**	**20,986**	**21,556**	**21,757**	**21,388**	**19,919**	**20,258**	**24,042**	**+7.4**	**-1.7**	**+6.6**
Durable goods, total	7,844	7,377	8,351	8,978	9,674	9,167	9,151	9,199	10,354	9,137	8,191	7,881	8,855	+11.5	-11.8	+8.8
Automotive dealers	4,825	4,576	4,967	5,423	5,966	5,537	5,517	5,605	6,755	5,484	4,963	4,582	4,507	+10.5	-18.8	+4.4
Furniture, home furn. strs.	1,015	958	1,081	1,036	1,126	1,164	1,213	1,237	1,203	1,217	1,058	1,183	1,461	+15.0	+1.2	+14.9
Nondurable goods, total	10,904	10,287	12,094	11,679	12,525	11,669	11,835	12,357	11,403	12,251	11,728	12,377	15,187	+4.5	+7.4	+4.9
Gen. mdse. group stores	1,564	1,642	2,214	2,170	2,374	2,124	2,023	2,323	2,061	2,289	2,149	2,749	4,327	+6.5	+11.1	+5.3
Department stores	1,250	1,303	1,775	1,739	1,912	1,749	1,675	1,918	1,704	1,879	1,735	2,170	3,393	+8.3	+10.3	+7.3
Food stores	4,024	3,635	4,113	3,937	4,294	4,048	4,296	4,261	3,961	4,226	4,009	4,116	4,250	+5.4	+6.7	+4.4
Gasoline service stations	1,431	1,263	1,269	1,257	1,294	1,216	1,242	1,233	1,188	1,216	1,431	1,356	1,445	-15.0	+2.4	-8.0
Apparel & accessory strs.	717	687	1,054	946	1,011	908	861	1,051	906	989	872	994	1,513	+13.4	+9.2	+13.4
GAF, total[1]	3,805	3,786	4,900	4,678	5,096	4,764	4,669	5,240	4,777	5,151	4,631	5,578	8,551	+11.2	+7.8	+10.2
East South Central	**5,536**	**5,162**	**6,076**	**6,174**	**6,774**	**6,525**	**6,811**	**6,959**	**6,702**	**6,897**	**6,370**	**6,338**	**7,364**	**+8.3**	**+2.9**	**+6.3**
Durable goods, total	1,917	1,853	2,200	2,352	2,634	2,549	2,686	2,735	2,870	2,624	2,312	2,100	2,288	+13.5	-8.6	+12.6
Nondurable goods, total	3,619	3,309	3,876	3,822	4,140	3,976	4,125	4,224	3,832	4,273	4,058	4,238	5,076	+5.3	+11.5	+2.8
Gen. mdse. group stores	544	556	796	785	852	772	746	835	720	836	787	1,006	1,506	+6.2	+16.1	+7.2
Department stores	422	424	613	606	661	605	598	676	583	683	595	772	1,134	+14.8	+17.2	+10.1
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,460	1,577	1,444	1,460	1,623	1,444	1,611	1,491	1,791	2,681	+8.0	+11.6	+9.3
West South Central	**11,086**	**10,458**	**12,017**	**11,918**	**12,802**	**12,114**	**12,217**	**12,456**	**12,376**	**12,336**	**11,763**	**12,115**	**14,644**	**+4.9**	**-.3**	**-.6**
Durable goods, total	3,888	3,604	4,094	4,265	4,523	4,360	4,425	4,391	4,983	4,426	4,124	3,930	4,672	+7.3	-11.2	-4.1
Automotive dealers	2,308	2,086	2,249	2,364	2,518	2,423	2,501	2,455	3,035	2,390	2,337	2,143	2,283	+2.3	-21.3	-10.0
Nondurable goods, total	7,198	6,854	7,923	7,653	8,279	7,754	7,792	8,065	7,393	7,910	7,639	8,185	9,972	+3.5	+7.0	+1.5
Gen. mdse. group stores	1,084	1,102	1,475	1,377	1,560	1,410	1,390	1,552	1,333	1,500	1,431	1,722	2,679	+4.8	+12.5	+1.8
Department stores	932	949	1,267	1,192	1,357	1,232	1,231	1,374	1,171	1,312	1,221	1,462	2,267	+7.5	+12.0	+4.9
Food stores	2,783	2,664	2,899	2,756	2,955	2,759	2,834	2,811	2,671	2,795	2,747	2,871	2,981	+1.7	+4.6	+1.4
Apparel & accessory strs.	601	566	748	656	702	614	625	772	652	700	666	776	1,194	+5.1	+7.4	+.5
GAF, total[1]	2,596	2,496	3,146	2,941	3,279	3,022	3,019	3,406	3,057	3,325	3,049	3,561	5,539	+9.1	+8.8	+2.0
Mountain	**5,719**	**5,353**	**5,908**	**5,818**	**6,301**	**6,034**	**6,130**	**6,448**	**6,385**	**6,311**	**6,172**	**6,284**	**7,383**	**+2.3**	**-1.2**	**+1.6**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,628	3,910	3,704	3,852	4,076	3,845	4,019	3,904	4,098	4,841	+2.9	+4.5	+.3
Gen. mdse. group stores	492	499	635	600	679	628	610	696	625	695	668	842	1,249	+4.0	+11.2	+2.2
Department stores	403	401	523	502	571	520	510	578	525	567	535	648	998	+6.0	+8.0	+6.1
Food stores	1,386	1,269	1,411	1,342	1,440	1,335	1,414	1,420	1,333	1,411	1,365	1,405	1,462	+3.4	+5.9	+.6
GAF, total[1]	1,208	1,164	1,439	1,343	1,460	1,362	1,381	1,602	1,457	1,564	1,465	1,693	2,617	+6.8	+7.3	+3.9
Pacific	**16,801**	**15,945**	**18,034**	**18,034**	**19,487**	**19,150**	**19,283**	**19,918**	**19,472**	**19,028**	**18,008**	**18,386**	**22,058**	**+5.7**	**-2.3**	**+5.0**
Durable goods, total	6,445	6,201	7,007	7,182	7,684	7,663	7,756	8,057	8,388	7,560	6,776	6,610	7,687	+11.6	-9.9	+7.5
Automotive dealers	3,819	3,727	4,217	4,242	4,572	4,500	4,478	4,729	5,115	4,202	3,862	3,707	3,910	+8.8	-17.8	+4.3
Furniture, home furn. strs.	972	872	962	962	1,037	1,013	1,051	1,097	1,074	1,106	1,010	1,044	1,329	+9.5	+3.0	+9.7
Nondurable goods, total	10,356	9,744	11,027	10,852	11,803	11,487	11,527	11,861	11,084	11,468	11,232	11,776	14,371	+2.1	+3.5	+3.3
Gen. mdse. group stores	1,554	1,570	1,918	1,880	2,097	1,979	1,924	2,125	1,966	2,045	2,038	2,485	3,736	+.3	+4.0	+3.3
Depatment stores	1,362	1,381	1,686	1,644	1,828	1,727	1,692	1,873	1,736	1,791	1,780	2,183	3,297	+.6	+3.2	+2.4
Food stores	3,679	3,354	3,737	3,679	4,038	3,867	4,001	3,956	3,730	3,937	3,607	3,684	4,010	+9.1	+5.5	+7.2
Gasoline service stations	1,071	1,021	1,067	1,062	1,148	1,159	1,121	1,113	1,052	1,037	1,188	1,129	1,173	-12.7	-1.4	-8.0
Apparel & accessory strs.	784	768	940	917	1,027	1,041	1,027	1,118	1,038	1,011	949	1,159	1,594	+6.5	-2.6	+8.4
Eating & drinking places	1,950	1,774	2,037	2,003	2,119	2,116	2,127	2,225	1,996	2,056	2,035	1,916	2,011	+1.0	+3.0	+3.2
Drug & proprietary stores	632	575	643	632	652	646	645	638	619	647	645	638	933	+.3	+4.5	+4.4
GAF, total[1]	3,925	3,803	4,476	4,437	4,909	4,771	4,760	5,144	4,824	4,936	4,725	5,526	8,075	+4.5	+2.3	+5.7

[p] Preliminary estimates.

S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986										1985			Percent change		
														Oct. 1986 from--		10 mos. 1986 from 10 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.[p]	Oct.	Nov.	Dec.	Oct. 1985	Sept. 1986	
California, total	**13,260**	**12,539**	**14,131**	**14,082**	**15,118**	**14,828**	**14,878**	**15,322**	**15,129**	**14,744**	**14,015**	**14,445**	**17,359**	**+5.2**	**-2.5**	**+4.9**
Durable goods, total	5,288	5,042	5,708	5,823	6,193	6,199	6,248	6,457	6,762	6,104	5,412	5,345	6,350	+12.8	-9.7	+8.8
Nondurable goods, total	7,972	7,497	8,423	8,259	8,925	8,629	8,630	8,865	8,367	8,640	8,603	9,100	11,009	+.4	+3.3	+2.3
Department stores	1,070	1,092	1,316	1,288	1,438	1,365	1,310	1,445	1,368	1,417	1,392	1,742	2,626	+1.8	+3.6	+2.2
GAF, total[1]	2,973	2,917	3,422	3,369	3,741	3,631	3,575	3,859	3,666	3,758	3,576	4,239	6,244	+5.1	+2.5	+5.1
Florida, total	**6,118**	**5,886**	**6,518**	**6,317**	**6,647**	**6,273**	**6,290**	**6,429**	**6,553**	**6,536**	**5,907**	**6,148**	**7,359**	**+10.6**	**-.3**	**+10.1**
Durable goods, total	2,825	2,696	2,810	2,848	3,053	2,920	2,902	2,917	3,334	3,049	2,643	2,652	3,036	+15.4	-8.5	+15.2
Nondurable goods, total	3,293	3,190	3,708	3,469	3,594	3,353	3,388	3,512	3,219	3,487	3,264	3,496	4,323	+6.8	+8.3	+6.0
Department stores	449	474	606	563	601	553	543	611	526	589	551	665	1,068	+6.9	+12.0	+6.1
GAF, total[1]	1,441	1,413	1,730	1,584	1,620	1,559	1,552	1,693	1,538	1,696	1,492	1,751	2,705	+13.7	+10.3	+12.5
Illinois, total	**4,561**	**4,355**	**5,132**	**5,288**	**5,720**	**5,524**	**5,528**	**5,576**	**5,584**	**5,774**	**5,333**	**5,425**	**6,315**	**+8.3**	**+3.4**	**+3.7**
Nondurable goods, total	2,965	2,776	3,289	3,238	3,508	3,291	3,359	3,490	3,313	3,576	3,558	3,720	4,363	+.5	+7.9	+1.3
Department stores	387	376	521	527	580	546	512	581	524	584	561	687	1,027	+4.1	+11.5	+4.3
GAF, total[1]	1,038	985	1,299	1,291	1,445	1,329	1,292	1,437	1,308	1,454	1,341	1,600	2,334	+8.4	+11.2	+6.7
Indiana, total	**2,256**	**2,239**	**2,447**	**2,515**	**2,734**	**2,652**	**2,594**	**2,793**	**2,852**	**2,948**	**2,509**	**2,567**	**2,884**	**+17.5**	**+3.4**	**+3.3**
Nondurable goods, total	1,538	1,441	1,661	1,624	1,779	1,670	1,687	1,800	1,679	1,876	1,700	1,777	2,066	+10.4	+11.7	+1.7
Department stores	174	171	247	243	269	249	241	280	242	279	255	328	489	+9.4	+15.3	+7.6
GAF, total[1]	419	386	540	521	555	534	521	601	542	620	562	670	997	+10.3	+14.4	+8.0
Louisiana, total	**1,616**	**1,527**	**1,700**	**1,674**	**1,851**	**1,738**	**1,735**	**1,774**	**1,732**	**1,705**	**1,667**	**1,860**	**2,134**	**+2.3**	**-1.6**	**-1.3**
Nondurable goods, total	1,116	1,045	1,181	1,098	1,225	1,141	1,148	1,183	1,091	1,141	1,164	1,291	1,522	-2.0	+4.6	-1.0
Department stores	133	136	189	166	195	183	178	197	168	196	175	219	328	+12.0	+16.7	+4.8
GAF, total[1]	354	344	464	429	476	428	423	458	388	430	436	549	806	-1.4	+10.8	+.4
Maryland, total	**2,077**	**1,979**	**2,414**	**2,419**	**2,671**	**2,505**	**2,550**	**2,675**	**2,712**	**2,629**	**2,317**	**2,367**	**2,812**	**+13.5**	**-3.1**	**+10.1**
Nondurable goods, total	1,228	1,142	1,373	1,340	1,469	1,343	1,346	1,442	1,358	1,435	1,376	1,468	1,758	+4.3	+5.7	+1.6
Department stores	149	156	211	215	252	222	203	238	227	243	229	289	440	+6.1	+7.0	+6.3
GAF, total[1]	436	442	619	593	688	624	606	686	623	656	580	682	1,065	+13.1	+5.3	+17.2
Massachusetts, total	**3,336**	**3,105**	**3,594**	**3,666**	**4,013**	**3,894**	**3,828**	**3,939**	**4,129**	**3,890**	**3,728**	**3,702**	**4,249**	**+4.3**	**-5.8**	**+9.7**
Nondurable goods, total	2,082	1,901	2,140	2,118	2,310	2,131	2,192	2,300	2,162	2,260	2,272	2,395	2,734	-.5	+4.5	+5.0
Department stores	193	198	264	268	317	281	261	312	297	316	296	368	552	+6.8	+6.4	+7.3
GAF, total[1]	590	598	773	759	870	797	731	865	833	868	822	988	1,450	+5.6	+4.2	+10.4
Michigan, total	**3,912**	**3,788**	**4,384**	**4,514**	**5,039**	**4,802**	**4,655**	**4,730**	**4,852**	**4,762**	**4,417**	**4,556**	**5,317**	**+7.8**	**-1.9**	**+8.1**
Durable goods, total	1,346	1,399	1,632	1,818	2,099	1,950	1,807	1,786	2,104	1,798	1,654	1,603	1,822	+8.7	-14.5	+9.3
Nondurable goods, total	2,566	2,389	2,752	2,696	2,940	2,852	2,848	2,944	2,748	2,964	2,763	2,953	3,495	+7.3	+7.9	+7.3
Department stores	403	381	504	513	571	539	514	570	535	588	538	652	889	+9.3	+9.9	+8.1
GAF, total[1]	971	896	1,163	1,164	1,312	1,223	1,208	1,309	1,201	1,285	1,246	1,477	2,045	+3.1	+7.0	+8.6
Minnesota, total	**2,002**	**1,905**	**2,110**	**2,248**	**2,405**	**2,324**	**2,297**	**2,345**	**2,546**	**2,515**	**2,370**	**2,328**	**2,518**	**+6.1**	**-1.2**	**+2.1**
Nondurable goods, total	1,177	1,122	1,239	1,256	1,408	1,334	1,327	1,387	1,318	1,406	1,370	1,421	1,626	+2.6	+6.7	+2.3
Department stores	161	157	211	210	234	220	205	239	219	244	237	266	391	+3.0	+11.4	+4.2
GAF, total[1]	385	354	451	460	490	469	463	522	497	532	484	556	795	+9.9	+7.0	+11.4
Missouri, total	**2,287**	**2,204**	**2,590**	**2,578**	**2,784**	**2,561**	**2,602**	**2,808**	**2,692**	**2,636**	**2,594**	**2,649**	**2,933**	**+1.6**	**-2.1**	**+2.5**
Nondurable goods, total	1,488	1,360	1,575	1,534	1,640	1,518	1,545	1,613	1,494	1,639	1,650	1,728	2,020	-.7	+9.7	+2.0
Department stores	203	199	268	274	305	279	267	301	269	304	273	348	512	+11.4	+13.0	+7.1
GAF, total[1]	454	431	569	551	605	560	546	617	566	589	563	687	1,021	+4.6	+4.1	+4.9
New Jersey, total	**3,868**	**3,499**	**4,052**	**4,202**	**4,672**	**4,438**	**4,406**	**4,450**	**4,538**	**4,448**	**4,104**	**4,238**	**5,128**	**+8.4**	**-2.0**	**+9.5**
Nondurable goods, total	2,393	2,118	2,486	2,411	2,662	2,552	2,600	2,667	2,546	2,700	2,586	2,729	3,347	+4.4	+6.0	+1.8
Department stores	227	258	334	340	415	363	318	391	373	399	373	476	737	+7.0	+7.0	+9.0
GAF, total[1]	900	884	1,083	1,064	1,236	1,114	1,052	1,196	1,180	1,225	1,143	1,387	2,034	+7.2	+3.8	+9.2
New York, total	**7,611**	**7,066**	**8,008**	**8,138**	**8,885**	**8,515**	**8,434**	**8,678**	**9,042**	**8,893**	**8,183**	**8,425**	**9,931**	**+8.7**	**-1.6**	**+8.1**
Durable goods, total	2,629	2,491	2,854	3,148	3,337	3,284	3,168	3,248	3,867	3,371	2,842	2,861	3,165	+18.6	-12.8	+15.6
Nondurable goods, total	4,982	4,575	5,154	4,990	5,548	5,231	5,266	5,430	5,175	5,522	5,341	5,564	6,766	+3.4	+6.7	+4.1
Department stores	482	503	658	659	807	714	626	752	725	786	763	926	1,374	+3.0	+8.4	+5.1
GAF, total[1]	1,805	1,735	2,102	2,110	2,496	2,278	2,131	2,409	2,410	2,488	2,298	2,676	3,951	+8.3	+3.2	+11.8
North Carolina, total	**2,635**	**2,409**	**2,724**	**2,858**	**3,209**	**3,087**	**3,092**	**3,274**	**3,220**	**3,035**	**2,843**	**2,895**	**3,483**	**+6.8**	**-5.7**	**+5.5**
Nondurable goods, total	1,544	1,456	1,669	1,611	1,846	1,706	1,706	1,821	1,622	1,727	1,696	1,830	2,262	+1.8	+6.5	+6.7
Department stores	134	131	190	195	214	198	198	216	192	210	188	239	385	+11.7	+9.4	+8.0
GAF, total[1]	497	477	627	623	712	652	647	716	647	695	629	777	1,211	+10.5	+7.4	+5.9
Ohio, total	**4,506**	**4,284**	**5,029**	**5,243**	**5,484**	**5,367**	**5,327**	**5,326**	**5,453**	**5,211**	**5,128**	**5,164**	**5,879**	**+1.6**	**-4.4**	**+3.2**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,917	3,078	2,910	2,994	3,117	2,860	3,063	3,136	3,283	3,843	-2.3	+7.1	-2.4
Department stores	366	367	530	541	575	528	510	594	531	599	566	713	1,063	+5.8	+12.8	+4.5
GAF, total[1]	861	820	1,105	1,105	1,173	1,121	1,118	1,222	1,128	1,257	1,171	1,422	2,144	+7.3	+11.4	+5.4
Pennsylvania, total	**4,822**	**4,674**	**5,444**	**5,410**	**5,991**	**5,773**	**5,686**	**5,892**	**5,980**	**5,899**	**5,380**	**5,729**	**6,619**	**+9.6**	**-1.4**	**+7.8**
Durable goods, total	1,602	1,641	1,950	2,081	2,304	2,324	2,248	2,288	2,580	2,261	1,853	1,888	2,004	+22.0	-12.4	+14.6
Nondurable goods, total	3,220	3,033	3,494	3,329	3,687	3,449	3,438	3,604	3,400	3,638	3,527	3,841	4,615	+3.1	+7.0	+4.0
Department stores	371	380	537	537	614	543	506	591	545	604	596	785	1,105	+1.3	+10.8	+3.7
GAF, total[1]	976	991	1,273	1,234	1,397	1,289	1,246	1,408	1,319	1,441	1,360	1,681	2,388	+6.0	+9.2	+5.6
Tennessee, total	**2,030**	**1,894**	**2,330**	**2,388**	**2,553**	**2,417**	**2,508**	**2,471**	**2,427**	**2,524**	**2,317**	**2,297**	**2,800**	**+8.9**	**+4.0**	**+9.6**
Nondurable goods, total	1,273	1,159	1,402	1,406	1,465	1,405	1,433	1,459	1,355	1,497	1,447	1,524	1,861	+3.5	+10.5	+2.8
Department stores	153	153	222	217	237	217	214	241	211	246	217	284	420	+13.4	+16.6	+8.8
GAF, total[1]	430	411	573	554	600	533	546	600	538	612	575	709	1,075	+6.4	+13.8	+9.9
Texas, total	**7,400**	**7,038**	**8,135**	**8,109**	**8,619**	**8,195**	**8,298**	**8,419**	**8,431**	**8,394**	**7,919**	**8,081**	**9,882**	**+6.0**	**-.4**	**-.5**
Durable goods, total	2,644	2,468	2,836	2,973	3,144	3,034	3,129	3,081	3,524	3,134	2,877	2,698	3,236	+8.9	-11.1	-4.0
Nondurable goods, total	4,756	4,570	5,299	5,136	5,475	5,161	5,169	5,338	4,907	5,260	5,042	5,383	6,646	+4.3	+7.2	+1.7
Department stores	611	629	825	775	879	791	801	897	767	843	806	950	1,498	+4.6	+9.9	+4.1
GAF, total[1]	1,768	1,712	2,099	1,980	2,200	2,032	2,039	2,326	2,121	2,279	2,053	2,356	3,723	+11.0	+7.4	+1.9
Virginia, total	**2,550**	**2,354**	**2,882**	**2,927**	**3,082**	**2,911**	**2,901**	**2,989**	**3,065**	**3,039**	**2,804**	**2,810**	**3,310**	**+8.4**	**-.8**	**+4.4**
Nondurable goods, total	1,625	1,545	1,867	1,813	1,955	1,841	1,845	1,881	1,789	1,908	1,769	1,839	2,280	+7.9	+6.7	+3.4
Department stores	157	161	227	224	255	230	220	251	236	252	233	304	460	+8.2	+6.8	+8.2
GAF, total[1]	478	464	615	618	679	612	605	689	660	694	636	788	1,119	+9.1	+5.2	+8.9
Wisconsin, total	**1,734**	**1,634**	**1,931**	**2,012**	**2,203**	**2,203**	**2,106**	**2,161**	**2,218**	**2,277**	**2,158**	**2,219**	**2,493**	**+5.5**	**+2.7**	**+1.5**
Durable goods, total	570	497	655	742	794	837	749	728	848	752	707	653	813	+6.4	-11.3	-.7
Nondurable goods, total	1,164	1,137	1,276	1,270	1,409	1,366	1,357	1,433	1,370	1,525	1,451	1,566	1,680	+5.1	+11.3	+2.7
Department stores	150	148	206	209	225	206	205	245	211	228	226	292	410	+.9	+8.1	+6.2
GAF, total[1]	380	348	450	464	496	475	470	541	489	537	514	620	885	+4.5	+9.8	+3.2

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986										1985			Percent change		
														Oct.1986 from--		10 mos. 1986 from 10 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.[p]	Oct.	Nov.	Dec.	Oct. 1985	Sept. 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	**3,392**	**3,295**	**3,777**	**3,853**	**4,115**	**3,940**	**4,060**	**4,094**	**4,121**	**4,308**	**3,932**	**4,003**	**4,608**	**+9.6**	**+4.5**	**+6.4**
Nondurable goods, total	2,176	2,073	2,395	2,331	2,486	2,322	2,403	2,514	2,420	2,630	2,586	2,718	3,177	+1.7	+8.7	+3.6
Department stores	267	262	362	361	400	377	356	406	369	410	404	479	732	+1.5	+11.1	+1.9
GAF, total[2]	756	721	944	925	1,027	962	923	1,040	967	1,078	1,003	1,183	1,730	+7.5	+11.5	+7.0
New York, N.Y.-Northeastern N.J.-Southwestern Ct., total	**7,755**	**7,272**	**8,285**	**8,295**	**9,143**	**8,729**	**8,477**	**8,680**	**9,048**	**8,945**	**8,196**	**8,517**	**10,244**	**+9.1**	**-1.1**	**+9.3**
Nondurable goods, total	5,107	4,697	5,321	5,086	5,585	5,339	5,233	5,380	5,268	5,555	5,325	5,617	6,908	+4.3	+5.4	+4.7
Department stores	472	524	661	656	816	713	593	729	730	781	759	918	1,409	+2.9	+7.0	+5.9
GAF, total[2]	1,919	1,910	2,297	2,311	2,671	2,456	2,265	2,537	2,601	2,682	2,445	2,859	4,177	+9.7	+3.1	+10.3
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., total	**1,352**	**1,325**	**1,461**	**1,435**	**1,594**	**1,537**	**1,532**	**1,611**	**1,568**	**1,487**	**1,413**	**1,507**	**1,816**	+5.2	-5.2	**+3.4**
Nondurable goods, total	771	742	831	815	890	857	854	887	826	843	846	911	1,119	-.4	+2.1	+3.5
Department stores	108	111	129	130	143	138	130	139	136	144	140	179	276	+2.9	+5.9	+1.1
GAF, Total[2]	319	318	370	357	393	394	380	402	380	386	376	462	692	+2.7	+1.6	+.8
Atlanta, Ga., total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	111	120	167	163	179	166	152	183	163	177	165	207	319	+7.3	+8.6	+6.6
GAF, total[2]	247	266	354	341	393	363	331	381	345	362	354	438	650	+2.3	+4.9	+6.1
Baltimore, Md., total	**958**	**913**	**1,081**	**1,099**	**1,232**	**1,133**	**1,155**	**1,222**	**1,213**	**1,225**	**1,094**	**1,155**	**1,315**	**+12.0**	**+1.0**	+7.3
Nondurable goods, total	652	609	686	687	754	689	691	745	687	721	739	791	913	-2.4	+4.9	+1.3
Department stores	67	70	97	97	115	104	88	107	102	112	105	136	207	+6.7	+9.8	+6.0
GAF, total[2]	200	197	258	257	286	265	249	285	278	296	269	323	502	+10.0	+6.5	+7.8
Boston, Mass[3]., total	**2,188**	**2,004**	**2,282**	**2,392**	**2,563**	**2,451**	**2,404**	**2,469**	**2,632**	**2,420**	**2,435**	**2,416**	**2,767**	-.6	-8.1	**+6.6**
Nondurable goods, total	1,351	1,217	1,351	1,370	1,468	1,335	1,354	1,440	1,367	1,432	1,479	1,536	1,748	-3.2	+4.8	+3.3
Department stores	121	127	166	167	199	174	158	194	189	199	187	229	349	+6.4	+5.3	+7.5
GAF, total[2]	399	386	502	510	573	530	486	572	571	589	571	674	980	+3.2	+3.2	+6.2
Chicago, Ill., total	**3,123**	**3,052**	**3,500**	**3,557**	**3,830**	**3,669**	**3,777**	**3,805**	**3,847**	**4,035**	**3,629**	**3,715**	**4,295**	+11.2	**+4.9**	+7.3
Nondurable goods, total	1,968	1,884	2,188	2,120	2,268	2,119	2,196	2,298	2,218	2,413	2,364	2,491	2,926	+2.1	+8.8	+4.0
Department stores	249	244	336	333	370	349	329	375	343	381	376	443	678	+1.3	+11.1	+1.6
GAF, total[2]	719	690	898	879	982	917	881	990	924	1,029	947	1,121	1,636	+8.7	+11.4	+7.7
Cleveland, Ohio, total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	495	453	521	534	564	514	528	537	503	541	560	581	710	-3.4	+7.6	-1.6
Department stores	68	68	95	104	108	99	95	110	103	109	108	131	200	+.9	+5.8	+1.6
GAF, total[2]	171	164	215	225	239	221	213	242	226	240	239	290	438	+.4	+6.2	+2.9
Dallas-Fort Worth, Tex., total	**1,824**	**1,756**	**2,042**	**2,081**	**2,262**	**2,177**	**2,256**	**2,324**	**2,489**	**2,442**	**2,138**	**2,187**	**2,506**	+14.2	-1.9	+1.7
Nondurable goods, total	1,148	1,087	1,281	1,279	1,378	1,318	1,297	1,386	1,433	1,500	1,316	1,443	1,649	+14.0	+4.7	+2.0
Department stores	168	169	224	212	242	216	210	238	208	230	228	275	430	+.9	+10.6	+3.9
GAF, total[2]	450	453	578	553	629	575	566	673	683	720	592	665	988	+21.6	+5.4	+7.1
Detroit, Mich., total	**1,943**	**1,932**	**2,202**	**2,256**	**2,505**	**2,392**	**2,272**	**2,307**	**2,403**	**2,388**	**2,118**	**2,224**	**2,682**	+12.7	-.6	+10.0
Nondurable goods, total	1,248	1,248	1,430	1,358	1,475	1,422	1,412	1,477	1,384	1,488	1,328	1,438	1,736	+12.0	+7.5	+10.2
Department stores	178	173	232	237	262	248	228	258	241	276	249	306	432	+10.8	+14.5	+9.1
GAF, total[2]	495	462	601	594	673	638	601	664	619	679	623	761	1,084	+9.0	+9.7	+10.7
Houston, Tex., total	**1,495**	**1,416**	**1,607**	**1,539**	**1,665**	**1,598**	**1,585**	**1,674**	**1,549**	**1,525**	**1,562**	**1,651**	**2,051**	-2.4	-1.5	-1.9
Nondurable goods, total	958	919	1,052	997	1,100	1,001	1,003	1,100	937	988	1,004	1,076	1,374	-1.6	+5.4	+1.7
Department stores	134	142	180	168	191	171	174	194	166	182	177	206	344	+2.8	+9.6	-.3
GAF, total[2]	368	369	451	420	474	429	435	497	411	452	447	526	835	+1.1	+10.0	-.9
Kansas City, Mo.-Kans., total	**630**	**604**	**711**	**711**	**794**	**710**	**707**	**783**	**728**	**711**	**718**	**757**	**857**	-1.0	-2.3	-5.3
Nondurable goods, total	340	321	372	348	391	350	339	372	344	385	385	429	528	.0	+11.9	-8.9
Department stores	65	63	83	87	100	89	86	95	83	95	86	112	169	+10.5	+14.5	+3.8
GAF, total[2]	166	156	199	195	224	204	199	225	197	210	217	255	395	-3.2	+6.6	+3.4
Los Angeles-Long Beach, Calif., total	**3,810**	**3,634**	**4,045**	**4,120**	**4,346**	**4,326**	**4,296**	**4,356**	**4,322**	**4,339**	**4,018**	**4,201**	**5,066**	+8.0	+.4	**+4.9**
Nondurable goods, total	2,444	2,293	2,580	2,525	2,701	2,671	2,637	2,654	2,571	2,658	2,621	2,764	3,340	+1.4	+3.4	+1.9
Department stores	337	340	384	389	428	413	386	412	405	417	428	540	809	-2.6	+3.0	-2.9
GAF, total[2]	985	972	1,120	1,117	1,231	1,217	1,185	1,222	1,203	1,233	1,178	1,402	2,023	+4.7	+2.5	+3.6
Miami, Fla., total	**1,113**	**1,047**	**1,123**	**1,091**	**1,213**	**1,175**	**1,151**	**1,200**	**1,198**	**1,211**	**1,146**	**1,177**	**1,374**	**+5.7**	+1.1	+12.2
Nondurable goods, total	550	537	610	570	615	584	586	612	570	605	612	609	730	-1.1	+6.1	+6.6
Department stores	72	77	95	89	102	95	90	105	89	96	97	107	173	-1.0	+7.9	-.9
GAF, total[2]	270	257	317	307	333	319	321	344	308	334	315	347	516	+6.0	+8.4	+8.6
Milwaukee, Wis., total	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**	**(S)**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	56	56	79	79	83	76	78	94	80	87	88	112	154	-1.1	+8.8	+5.8
GAF, total[2]	144	132	180	179	187	179	179	199	186	199	191	230	322	+4.2	+7.0	+8.0
Minneapolis-St. Paul, Minn.-Wis., total	**1,294**	**1,225**	**1,346**	**1,501**	**1,547**	**1,473**	**1,458**	**1,527**	**1,686**	**1,702**	**1,487**	**1,502**	**1,618**	**+14.5**	+.9	+4.2
Nondurable goods,total	745	721	817	812	896	839	801	868	840	921	900	940	1,068	+2.3	+9.6	-1.2
Department stores	124	122	162	161	178	167	154	179	165	187	185	203	290	+1.1	+13.3	+2.4
GAF, total[2]	259	247	314	313	338	321	311	365	334	363	336	378	542	+8.0	+8.7	+8.3
Nassau-Suffolk, N.Y., total	**1,684**	**1,535**	**1,628**	**1,625**	**1,819**	**1,745**	**1,693**	**1,766**	**1,789**	**1,730**	**1,621**	**1,774**	**2,148**	+6.7	-3.3	+7.8
Nondurable goods, total	1,029	916	964	903	1,026	975	959	1,002	954	992	936	1,043	1,328	+6.0	+4.0	+6.4
Department stores	94	105	132	131	167	150	123	148	146	152	152	191	294	.0	+4.1	+5.1
GAF, total[2]	362	357	413	417	497	471	421	452	444	450	427	532	852	+5.4	+1.4	+8.8
New York, N.Y.,-N.J., total	**3,673**	**3,467**	**4,105**	**4,028**	**4,331**	**4,129**	**4,001**	**4,070**	**4,295**	**4,396**	**3,971**	**3,993**	**4,872**	**+10.7**	+2.4	**+8.0**
Nondurable goods, total	2,548	2,386	2,747	2,634	2,840	2,699	2,620	2,696	2,680	2,850	2,754	2,827	3,446	+3.5	+6.3	+4.3
Department stores	239	257	320	310	387	334	269	335	346	376	375	429	653	+.3	+8.7	+4.0
GAF, total[2]	1,005	994	1,206	1,207	1,368	1,262	1,153	1,313	1,371	1,441	1,310	1,443	2,068	+10.0	+5.1	+9.3

See footnotes at end of table.

Table 9. **Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities**—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986										1985			Percent change		
														Oct. 1986 from—		10 mos. 1986 from 10 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.^p	Oct.	Nov.	Dec.	Oct. 1985	Sept. 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	**860**	**789**	**918**	**996**	**1,101**	**1,046**	**1,027**	**1,007**	**1,020**	**1,011**	**920**	**949**	**1,155**	**+9.9**	**-.9**	**+12.7**
Nondurable goods, total	617	562	668	625	697	685	690	696	687	730	653	675	839	+11.8	+6.3	+8.0
Department stores	46	53	68	70	84	73	63	78	76	82	75	94	148	+9.3	+7.9	+8.8
GAF, total[2]	199	201	245	239	281	249	246	274	292	304	260	296	416	+16.9	+4.1	+11.6
Philadelphia, Pa.-N.J., total	**2,232**	**2,101**	**2,372**	**2,342**	**2,651**	**2,531**	**2,404**	**2,472**	**2,617**	**2,596**	**2,365**	**2,559**	**3,183**	**+9.8**	**-.8**	**+13.3**
Nondurable goods, total	1,388	1,295	1,505	1,405	1,568	1,455	1,418	1,497	1,487	1,584	1,499	1,656	2,046	+5.7	+6.5	+6.1
Department stores	153	162	220	220	263	229	200	237	234	253	248	311	485	+2.0	+8.1	+5.3
GAF, total[2]	505	509	636	610	696	645	592	664	661	717	657	790	1,253	+9.1	+8.5	+9.4
Pittsburgh, Pa., total	**848**	**834**	**946**	**969**	**1,054**	**1,061**	**1,136**	**1,149**	**1,128**	**1,106**	**938**	**999**	**1,186**	**+17.9**	**-2.0**	**+7.5**
Nondurable goods, total	562	545	612	610	687	619	637	684	609	638	622	691	834	+2.6	+4.8	+4.0
Department stores	85	86	124	124	137	117	109	132	115	127	137	188	256	-7.3	+10.4	-1.9
GAF, total[2]	200	208	265	260	281	254	250	293	261	288	277	363	504	+4.0	+10.3	+3.4
St. Louis, Mo.-Ill., total	**1,119**	**1,083**	**1,324**	**1,293**	**1,372**	**1,299**	**1,301**	**1,393**	**1,307**	**1,319**	**1,282**	**1,310**	**1,509**	**+2.9**	**+.9**	**+5.8**
Nondurable goods, total	769	713	857	823	881	824	826	868	818	901	876	922	1,104	+2.9	+10.1	+8.4
Department stores	113	114	151	153	167	155	143	163	149	167	154	200	299	+8.4	+12.1	+3.9
GAF, total[2]	241	235	319	307	331	304	287	323	302	329	307	376	562	+7.2	+8.9	+.2
San Diego, Calif., total	**1,014**	**988**	**1,016**	**1,051**	**1,143**	**1,091**	**1,164**	**1,252**	**1,192**	**1,177**	**1,057**	**1,113**	**1,364**	**+11.4**	**-1.3**	**+9.0**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	98	101	118	115	126	120	118	127	123	127	119	148	225	+6.7	+3.3	+4.7
GAF, total[2]	264	259	298	292	320	303	316	346	328	334	308	356	530	+8.4	+1.8	+7.8
San Francisco-Oakland, Calif., total	**2,001**	**1,863**	**2,057**	**2,077**	**2,247**	**2,154**	**2,193**	**2,285**	**2,183**	**2,156**	**2,244**	**2,345**	**2,754**	**-3.9**	**-1.2**	**-.5**
Nondurable goods, total	1,311	1,234	1,328	1,324	1,460	1,364	1,366	1,422	1,298	1,342	1,449	1,554	1,841	-7.4	+3.4	-1.4
Department stores	155	158	185	188	212	197	195	221	199	213	209	251	380	+1.9	+7.0	+3.7
GAF, total[2]	450	442	523	513	570	543	544	600	567	602	562	667	984	+7.1	+6.2	+5.1
Washington, D.C.-Md.-Va., total	**1,901**	**1,804**	**2,171**	**2,213**	**2,408**	**2,255**	**2,267**	**2,378**	**2,442**	**2,302**	**2,049**	**2,009**	**2,437**	**+12.3**	**-5.7**	**+8.9**
Nondurable goods, total	990	947	1,169	1,156	1,253	1,134	1,127	1,174	1,133	1,199	1,087	1,128	1,411	+10.3	+5.8	+4.3
Department stores	130	136	178	182	211	182	171	196	194	204	188	232	360	+8.5	+5.2	+7.3
GAF, total[2]	401	404	571	562	645	574	556	622	555	581	529	597	920	+9.8	+4.7	+19.0
CITIES																
Chicago, Ill., total	**919**	**906**	**1,030**	**1,043**	**1,118**	**1,038**	**1,071**	**1,043**	**1,011**	**1,101**	**1,116**	**1,106**	**1,213**	**-1.3**	**+8.9**	**+1.5**
Nondurable goods, total	687	673	778	770	795	740	754	797	768	864	885	915	995	-2.4	+12.5	-1.1
Department stores	68	67	93	91	99	92	88	101	94	106	105	124	179	+1.0	+12.8	+.3
GAF, total[2]	201	198	256	242	271	253	241	271	261	295	256	303	418	+15.2	+13.0	+7.8
Los Angeles, Calif., total	**1,210**	**1,149**	**1,288**	**1,326**	**1,391**	**1,366**	**1,365**	**1,391**	**1,397**	**1,398**	**1,377**	**1,417**	**1,645**	**+1.5**	**+.1**	**+2.0**
Nondurable goods, total	771	749	849	831	893	890	874	885	867	898	908	966	1,121	-1.1	+3.6	-.2
Department stores	107	107	125	124	133	129	118	127	127	131	137	169	243	-4.4	+3.1	-4.7
GAF, total[2]	347	331	382	383	412	419	382	398	385	398	427	498	673	-6.8	+3.4	-3.8
New York, N.Y., total	**2,578**	**2,442**	**2,856**	**2,800**	**2,962**	**2,815**	**2,741**	**2,776**	**2,907**	**3,015**	**2,703**	**2,719**	**3,364**	**+11.5**	**+3.7**	**+13.9**
Nondurable goods, total	1,886	1,776	2,036	1,957	2,083	1,995	1,925	1,953	1,942	2,064	1,987	2,029	2,459	+3.9	+6.3	+9.6
Department stores	154	166	205	197	245	210	168	209	223	244	244	271	405	0	+9.4	+3.6
GAF, total[2]	727	717	871	878	991	926	835	949	1,014	1,060	928	1,006	1,422	+14.2	+4.5	+13.4
Philadelphia, Pa., total	**547**	**519**	**609**	**594**	**633**	**615**	**603**	**613**	**626**	**658**	**580**	**616**	**743**	**+13.4**	**+5.1**	**+18.1**
Nondurable goods, total	477	438	512	489	520	492	491	493	504	534	486	511	601	+9.9	+6.0	+17.0
Department stores	31	29	41	39	46	39	36	37	40	43	47	56	84	-8.5	+7.5	-1.0
GAF, total[2]	122	120	154	143	163	147	136	146	153	167	164	179	270	+1.8	+9.2	-2.9

^p Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.
[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. **Department Stores Sales in Selected Areas**

NOTICE:

The series of monthly department store sales in selected areas, formerly shown in this space, has been discontinued due to lack of funds. The National Retail Merchants Association is attempting to reorganize a consortium interested in providing funds to restore the series. Interested parties should contact the National Retail Merchants Association in Washington, DC on (202) 223-8250.

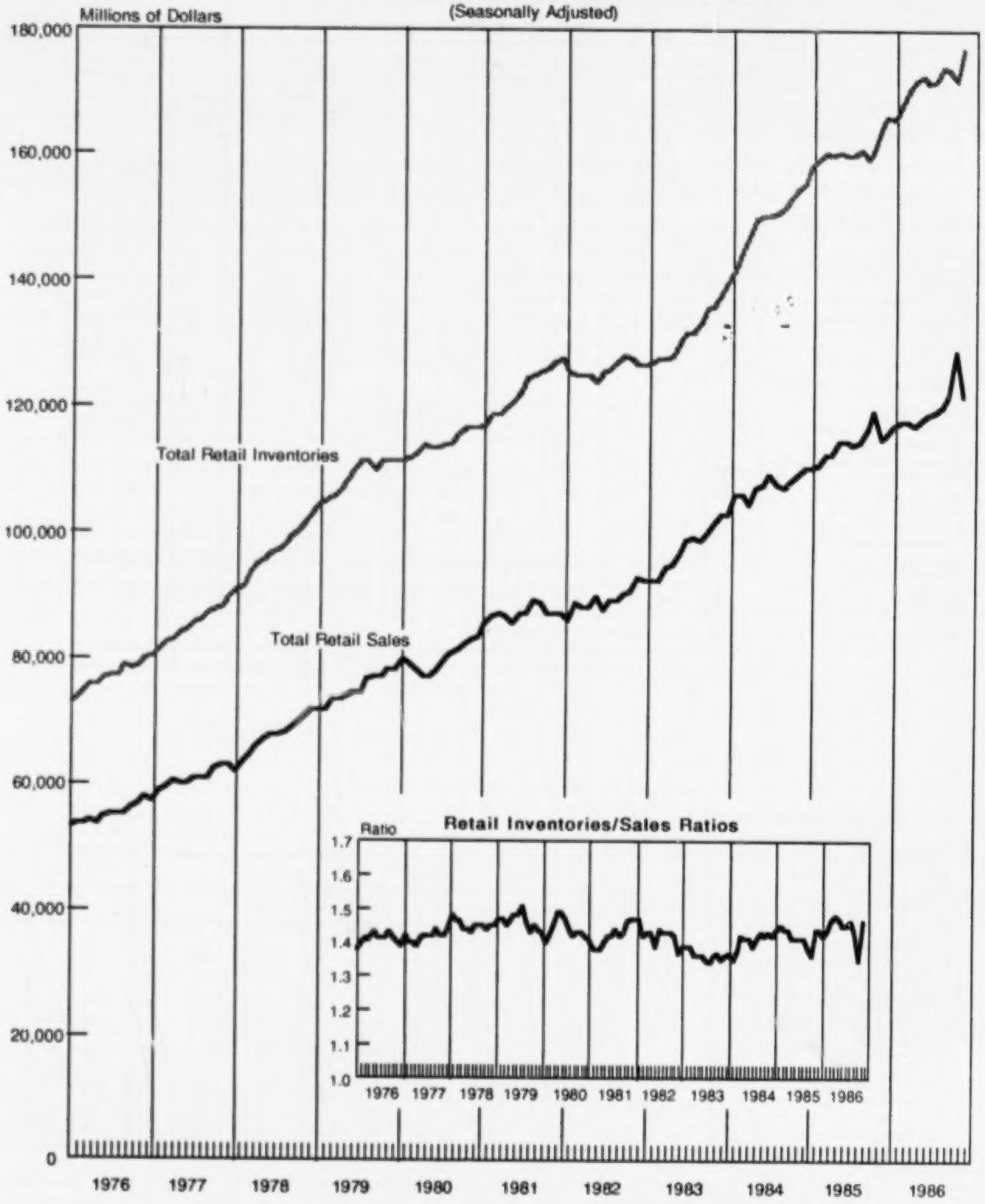

Figure 5. Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – October 1986

(Seasonally Adjusted)

Table 11. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986										1985			Percent change Oct. 1986 from--	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.[p]	Oct.	Nov.	Dec.	Oct. 1985	Sept. 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,427	171,387	170,105	170,438	168,529	171,435	183,926	171,829	175,337	160,372	+7.0	+7.3
	Total (ex. auto. group)	117,752	120,857	124,209	126,328	124,991	123,632	124,531	127,048	132,984	140,463	133,503	134,044	117,968	+5.2	+5.6
	Durable goods, total	84,120	87,254	90,722	91,285	89,146	89,019	88,569	84,791	83,055	89,448	81,529	84,310	81,979	+9.7	+7.7
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	14,897	14,624	14,377	14,315	14,129	14,439	14,203	13,749	13,564	13,176	+3.3	-1.6
55 ex. 554	Automotive dealers	44,113	46,462	48,581	48,099	46,396	46,473	45,907	41,481	38,451	43,463	38,326	41,293	42,404	+13.4	+13.0
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,192	13,072	13,419	13,264	13,635	13,982	14,629	13,423	13,704	12,749	+9.0	+4.6
	Nondurable goods, total	77,745	80,065	82,068	83,142	82,241	81,086	81,869	83,738	88,380	94,478	90,300	91,027	78,393	+4.6	+6.9
53	General merchandise group strs	27,739	29,244	30,616	31,608	31,115	30,052	30,565	31,355	33,828	37,111	35,581	36,035	28,002	+4.3	+9.7
531	Department stores	21,730	22,954	24,268	25,225	24,913	23,978	24,223	24,913	26,984	29,834	27,795	28,477	22,086	+7.3	+10.6
54	Food stores	16,190	16,201	16,290	16,135	16,299	16,408	16,083	16,253	16,786	17,649	16,385	16,696	16,278	+7.7	+5.1
56	Apparel and accessory stores	14,063	14,964	15,455	15,701	15,346	15,087	15,496	16,042	16,684	17,722	16,966	17,259	14,418	+4.5	+6.2
	Adjusted for seasonal variations									See	note 1					
	Retail trade, total	167,987	169,379	171,551	172,158	170,869	171,705	173,529	172,926	171,617	176,568	164,504	165,557	165,324	+7.3	+2.9
	Total (ex. auto. group)	124,569	125,129	125,590	126,696	126,172	126,099	126,251	126,836	129,177	130,721	124,203	124,098	123,131	+5.2	+1.2
	Durable goods, total	84,755	85,863	88,132	88,263	87,198	88,281	90,271	89,380	86,578	90,202	82,006	83,056	82,875	+10.0	+4.2
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,324	14,129	14,192	14,286	14,157	14,541	14,289	13,846	13,912	13,696	+3.2	-1.7
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,462	44,697	45,606	47,278	46,090	42,440	45,847	40,301	41,459	42,193	+13.8	+8.0
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,258	13,151	13,339	13,425	13,649	13,885	14,080	12,919	13,076	12,943	+9.0	+1.4
	Nondurable goods, total	83,232	83,516	83,419	83,895	83,671	83,424	83,258	83,546	85,039	86,366	82,498	82,501	82,449	+4.7	+1.6
53	General merchandise group strs	31,568	31,603	31,498	31,767	31,534	31,206	31,174	30,989	31,634	32,383	31,022	31,079	31,059	+4.4	+2.4
531	Department stores	24,778	24,788	24,865	25,200	25,114	24,899	24,870	24,789	25,361	26,147	24,339	24,402	24,404	+7.4	+3.1
54	Food stores	16,288	16,365	16,323	16,216	16,414	16,441	16,411	16,687	16,973	17,202	15,970	15,947	16,069	+7.7	+1.3
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	15,804	15,798	15,668	15,681	15,784	15,951	15,271	15,647	15,387	+4.5	+1.1

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 12. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986										1985		
		Jan.	Feb.	Mar.	Apr.	May.	June	July	Aug.	Sept.[1]	Oct[p].[1]	Oct.[1]	Nov.[1]	Dec.
	Retail trade, total	1.43	1.45	1.47	1.46	1.44	1.44	1.45	1.42	1.34	1.45	1.43	1.43	1.41
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.38	1.37	1.37	1.37	1.39	1.40	1.38	1.38	1.36
	Durable goods, total	1.92	1.95	2.04	1.97	1.91	1.94	1.95	1.87	1.59	1.90	1.93	1.94	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	1.94	2.03	2.03	2.02	1.96	1.98	1.94	2.15	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.72	1.65	1.68	1.72	1.60	1.20	1.62	1.60	1.63	1.61
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.17	2.10	2.09	2.06	2.09	2.13	2.17	2.19	2.22	2.15
	Nondurable goods, total	1.14	1.14	1.14	1.15	1.14	1.14	1.13	1.13	1.15	1.17	1.14	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.29	2.30	2.27	2.25	2.20	2.28	2.32	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.12	2.14	2.14	2.11	2.09	2.04	2.12	2.18	2.15	2.14	2.14
54	Food stores	.67	.67	.67	.67	.68	.67	.67	.69	.69	.69	.67	.66	.66
56	Apparel and accessory stores	2.60	2.61	2.52	2.55	2.54	2.51	2.50	2.45	2.50	2.53	2.58	2.62	2.58

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months' report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.	Dec
	Retail trade, total	158,953	159,478	159,064	159,500	159,428	159,733	160,574	160,066	160,993	164,504	165,557	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,109	120,810	121,833	122,004	122,781	124,203	124,098	123,131
	Durable goods, total	78,149	78,275	78,455	78,699	78,677	79,185	79,370	78,995	79,274	82,006	83,056	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,057	13,037	13,344	13,531	13,627	13,846	13,912	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,741	38,062	38,212	40,301	41,459	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,515	12,447	12,492	12,490	12,620	12,919	13,076	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,751	80,548	81,204	81,071	81,719	82,498	82,501	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,491	30,386	30,465	30,416	30,689	31,022	31,079	31,059
531	Department stores	24,583	24,628	24,291	24,182	23,993	23,820	23,822	23,767	24,041	24,339	24,402	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,487	15,460	15,685	15,707	15,772	15,970	15,947	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,641	14,612	14,841	14,924	15,021	15,271	15,647	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. Inventories/Sales Ratios, by Kind of Business: 1985

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.41	1.40	1.38	1.36	1.43	1.43	1.41
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.37	1.38	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.87	1.85	1.78	1.72	1.93	1.94	1.89
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.16	2.19	2.17	2.18	2.19	2.15	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.50	1.48	1.39	1.31	1.60	1.63	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.22	2.24	2.23	2.19	2.19	2.19	2.22	2.15
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.13	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.27	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.16	2.15	2.15	2.14	2.10	2.13	2.15	2.14	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.66	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.56	2.57	2.54	2.55	2.58	2.62	2.58

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas – regions, divisions, selected States, standard consolidated areas (SCA's), standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample – a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL) – which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.
b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-0.9	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.7
	Total (excluding automotive group)	0.9-1.1	1.0	0.9-1.0	1.0	0.2-0.3	0.2	0.6
	Durable goods, total	1.5-2.1	1.7	1.5-2.0	1.7	0.4-1.0	0.7	1.4
52	Building materials, hardware, garden supply, and mobile home dealers	5.7-6.7	6.3	5.6-6.6	6.3	1.0-1.5	1.2	2.5
521,3,5	Building materials and hardware stores	6.7-7.6	7.3	6.7-7.5	7.2	0.8-1.4	0.9	2.4
521,3	Building materials and supply stores	7.9-8.9	8.7	8.0-9.0	8.6	0.8-1.5	1.0	2.6
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	1.5-4.9	2.6	5.7
525	Hardware stores	5.0-7.5	5.5	4.7-6.6	5.3	1.5-3.2	1.7	4.7
55 ex. 544	Automotive dealers	1.8-2.8	2.2	1.8-2.5	2.1	0.7-1.7	1.1	2.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	1.8-2.8	2.4	1.9-2.5	2.1	0.7-1.9	1.1	2.2
551,2	Motor vehicle dealers	1.5-2.4	2.1	1.5-2.3	2.0	0.7-1.9	1.1	2.2
551	Motor vehicle dealers (franchised)	1.7-2.7	2.1	1.6-2.4	2.1	0.8-1.9	1.1	2.2
553	Auto and home supply stores	4.2-5.6	4.6	4.3-6.1	4.7	1.2-1.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.2-3.2	2.5	2.1-2.8	2.5	0.5-1.0	0.9	2.0
571	Furniture, home furnishings stores	2.5-3.9	2.8	2.5-3.7	3.0	0.8-1.5	1.2	2.3
5712	Furniture stores	3.9-4.9	4.3	3.9-4.5	4.1	1.1-1.7	1.5	3.1
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	1.4-3.3	2.3	5.4
5722,32	Household appliance, radio, and television stores	4.4-6.2	5.0	4.4-6.0	5.1	1.0-2.1	1.4	3.9
5722	Household appliance stores	5.1-7.1	5.9	4.9-7.5	6.3	1.7-3.2	1.9	5.0
5732	Radio and television stores*	(S)	(S)	(S)	(S)	1.2-3.0	1.7	5.9
5733	Music stores*	(S)	(S)	(S)	(S)	1.8-4.6	2.8	6.6
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.3-3.1	2.4	4.5
5942	Book stores*	(S)	(S)	(S)	(S)	2.3-10.0	3.2	5.3
5944	Jewelery stores	3.1-4.0	3.3	2.9-5.2	3.2	1.4-4.3	1.8	4.2
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.2-4.8	3.4	6.7
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.4-3.6	1.7	6.0
	Nondurable goods, total	0.7-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2	0.7
53	General merchandise group stores	0.4-0.5	0.5	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531,9	Department stores and misc. gen. merchandise stores	0.4-0.5	0.4	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.4-3.8	3.7	3.2-4.0	3.6	0.8-1.3	1.0	3.1
533	Variety stores	3.6-4.1	3.9	3.3-3.9	3.8	0.4-1.1	0.8	1.6
54	Food stores	1.5-1.7	1.6	1.5-1.7	1.6	0.2-0.7	0.3	1.1
541	Grocery stores	1.5-1.7	1.7	1.5-1.7	1.6	0.2-0.7	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.5-8.4	2.2	7.4
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	1.2-4.5	2.6	7.2
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	3.0-7.5	4.2	11.0
546	Retail bakeries	7.5-9.5	9.0	8.1-9.5	8.7	0.9-1.7	1.4	5.8
554	Gasoline service stations	1.9-2.1	2.0	1.9-2.0	2.0	0.5-0.6	0.6	1.8
56	Apparel and accessory stores	1.8-2.3	2.2	1.8-2.2	1.9	0.4-1.3	0.8	1.6
561	Men's, boys' clothing and furnishings stores	4.8-6.1	5.3	4.7-5.3	5.2	1.3-3.6	1.5	4.8
562,3,8	Women's clothing, specialty stores, furriers	2.3-2.9	2.8	2.4-3.0	2.5	0.7-1.2	0.9	2.1
562	Women's ready-to-wear stores	2.7-3.2	3.1	2.7-3.1	2.9	0.8-1.3	0.9	2.1
565	Family clothing stores	2.8-4.9	3.3	3.1-4.2	3.3	0.7-4.5	1.2	2.8
566	Shoe stores	3.1-4.8	3.9	3.1-4.5	3.5	1.0-3.1	1.2	4.2
58	Eating and drinking places	2.2-2.8	2.5	2.2-2.5	2.4	0.4-1.2	0.8	2.1
5812	Eating places	2.5-3.1	2.7	2.5-2.7	2.6	0.4-1.3	0.7	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	3.5-4.8	3.9	3.6-4.1	3.9	0.8-2.0	1.0	3.0
5812 (pt.)	Refreshment places	3.2-4.0	3.7	3.3-4.1	3.6	0.5-1.3	0.8	2.5
5813	Drinking places (alcoholic beverages)	4.3-9.0	6.0	4.4-7.9	5.5	0.5-5.9	1.7	4.0
591	Drug stores and proprietary stores	2.0-2.6	2.1	2.0-2.5	2.1	0.3-0.7	0.5	1.4
592	Liquor stores	4.1-5.2	4.5	4.0-5.0	4.4	0.7-1.2	0.8	4.1
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.7-8.4	2.8	9.9
596	Nonstore retailers[3]	6.5-9.2	8.4	7.3-8.4	8.2	1.3-4.0	1.7	3.9
5961 (pt.)	Mail-order (department store merchandise)	0.4-1.7	0.7	0.4-1.7	0.8	0.0-0.2	0.1	0.7
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.6-2.5	2.0	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	1.9-3.9	2.8	6.1
53,56,57,594	GAF,total[4]	0.8-1.0	0.8	0.8-1.0	0.8	0.2-0.4	0.3	0.7

*See appendix A "Percent Change in Sales".

S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month.

[2] The ratio of the preliminay estimate to the final estimate for the same month one year ago.

[3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail order.

[4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months January 1986 through July 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	2.1	1.7	2.0	2.2	0.6	0.6	0.5	0.5	1.4	1.5	1.1	1.5
	Durable goods, total	3.5	3.6	3.8	3.9	1.4	1.3	1.0	1.4	2.9	2.6	1.9	3.3
52	Building materials, hardware, garden supply, and mobile home dealers	9.3	5.1	13.4	12.3	2.6	2.2	2.1	2.5	6.7	4.2	4.7	6.2
55 ex 554	Automotive dealers	5.3	5.2	3.8	6.5	1.8	2.0	1.6	2.3	3.9	3.6	2.7	4.9
57	Furniture, home furnishings, and equipment stores	5.8	5.8	4.6	5.1	1.6	1.5	1.5	2.2	4.2	4.3	3.6	4.6
	Nondurable goods, total	2.4	1.6	1.8	2.2	0.5	0.5	0.5	0.4	1.5	1.4	1.3	1.3
53	General merchandise group stores	1.6	1.2	1.9	1.6	0.3	0.3	0.3	0.3	1.1	0.9	1.1	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	3.7	3.9	4.1	0.6	0.6	0.6	0.5	2.8	2.1	2.5	2.3
541	Grocery stores	5.3	3.9	3.9	4.3	0.6	0.6	0.6	0.5	3.0	2.2	2.6	2.5
554	Gasoline service stations	5.6	4.3	3.7	4.3	1.1	1.0	1.1	1.2	4.8	3.7	3.4	3.5
56	Apparel and accessory stores	4.4	4.2	4.4	4.5	1.7	1.5	1.4	1.5	3.8	3.3	3.0	3.4
58	Eating and drinking places	5.1	5.1	5.7	5.9	1.2	1.3	1.4	0.9	3.7	4.7	3.9	3.3
591	Drug stores and proprietary stores	10.9	8.0	7.3	5.9	1.4	0.9	0.8	0.7	5.2	4.3	3.8	5.3
53,56, 57,594	GAF[3]	2.3	1.7	2.0	2.1	0.8	0.6	0.6	0.8	1.7	1.4	1.2	1.6

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.7	2.2	2.2	3.0	2.3	4.8	3.3	5.8	2.3
	Durable goods, total	(S)	4.7	4.1	5.6	4.6	7.5	6.2	8.6	4.6
55 ex. 554	Automotive dealers	(S)	6.9	5.7	8.2	5.1	(S)	7.3	14.0	8.0
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.7	(S)	6.9	(S)	(S)	11.9	5.3
	Nondurable goods, total	4.4	2.9	2.3	4.1	2.3	4.6	3.1	5.5	2.2
53	General merchandise group stores	4.6	1.2	1.5	2.0	2.4	4.1	2.3	4.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.7	6.6	4.3	8.9	4.6	(S)	6.3	9.1	4.0
554	Gasoline service stations	(S)	6.4	5.3	8.5	5.2	(S)	(S)	(S)	5.8
56	Apparel and accessory stores	(S)	5.0	5.6	8.2	5.7	(S)	6.9	(S)	5.5
58	Eating and drinking places	(S)	6.5	5.9	(S)	(S)	(S)	(S)	(S)	7.2
591	Drug stores and proprietary stores	(S)	9.8	(S)	(S)	(S)	(S)	(S)	(S)	5.6
53,56,57,594	GAF[1]	4.6	2.2	1.9	2.8	2.8	4.3	3.1	5.3	2.4
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.7	0.7	1.0	0.6	1.1	0.9	0.9	0.7
	Durable goods, total	**	1.6	1.6	2.1	1.4	2.3	1.8	**	1.6
55 ex. 554	Automotive dealers	**	2.2	2.2	2.9	2.1	**	2.9	**	2.7
57	Furniture, home furnishings, and equipment stores	**	**	1.8	**	1.9	**	**	**	2.2
	Nondurable goods, total	0.8	0.5	0.4	0.9	0.5	0.9	0.8	0.8	0.4
53	General merchandise group stores	0.8	0.3	0.3	0.7	0.5	0.9	0.4	0.9	0.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.2	0.6	0.8	1.1	0.6	**	0.9	1.0	0.6
554	Gasoline service stations	**	1.3	1.0	2.2	1.2	**	**	**	1.5
56	Apparel and accessory stores	**	1.8	1.4	3.1	2.2	**	2.1	**	1.7
58	Eating and drinking places	**	1.4	1.6	**	**	**	**	**	1.1
591	Drug stores and proprietary stores	**	1.5	**	**	**	**	**	**	0.8
53,56,57,594	GAF[1]	1.5	0.8	0.7	0.9	0.7	1.1	1.0	1.6	0.7
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.5	1.7	1.5	2.8	1.4	2.6	2.0	3.0	1.7
	Durable goods, total	**	3.3	2.9	4.9	2.9	5.1	4.1	**	3.6
55 ex. 554	Automotive dealers	**	5.0	3.9	7.5	3.7	**	5.2	**	5.3
57	Furniture, home furnishings, and equipment stores	**	**	4.4	**	4.6	**	**	**	4.9
	Nondurable goods, total	2.6	1.9	1.5	2.5	1.6	3.0	2.6	2.7	1.3
53	General merchandise group stores	2.6	1.0	1.2	2.4	1.8	3.4	1.3	2.2	0.6
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.6	3.0	3.5	3.0	**	5.0	5.4	2.2
554	Gasoline service stations	**	6.0	4.0	10.0	4.3	**	**	**	4.1
56	Apparel and accessory stores	**	4.1	3.8	7.5	4.3	**	4.2	**	3.6
58	Eating and drinking places	**	3.6	5.7	**	**	**	**	**	4.0
591	Drug stores and proprietary stores	**	5.7	**	**	**	**	**	**	5.4
53,56,57,594	GAF[1]	3.3	1.7	1.6	2.5	2.0	3.1	2.4	4.2	1.6

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]
California	3.0	5.5	2.6	0.0	2.8	0.7	1.8	0.4	0.0	0.7	1.9	4.1	1.6	0.0	1.6
Florida	4.3	8.1	4.1	0.0	4.5	0.9	1.9	0.6	0.0	1.3	2.5	4.5	2.2	0.0	3.1
Illinois	3.7	(S)	3.1	0.0	3.8	1.1	**	0.9	0.0	1.3	2.9	**	3.4	0.0	3.6
Indiana	4.8	(S)	6.6	0.0	7.1	1.6	**	0.8	0.0	1.6	3.3	**	3.0	0.0	4.6
Louisiana	6.5	(S)	6.2	0.0	7.3	1.6	**	1.3	0.0	1.9	3.9	**	4.0	0.0	4.9
Maryland	6.0	(S)	5.7	0.0	8.4	1.4	**	0.9	0.0	1.5	3.4	**	3.4	0.0	6.7
Massachusetts	5.9	(S)	5.7	0.0	5.1	1.6	**	1.2	0.0	1.9	3.7	**	3.9	0.0	4.5
Michigan	4.7	8.9	4.4	0.0	3.6	1.7	3.4	0.9	0.0	1.2	3.4	6.6	3.4	0.0	2.8
Minnesota	6.4	(S)	8.7	0.0	5.3	2.3	**	2.3	0.0	1.4	6.9	**	7.4	0.0	3.3
Missouri	6.7	(S)	8.4	0.0	4.7	1.6	**	1.1	0.0	1.4	3.9	**	3.3	0.0	4.4
New Jersey	5.1	(S)	6.2	0.0	4.4	1.4	**	1.0	0.0	1.1	4.6	**	4.8	0.0	3.9
New York	3.3	6.9	3.4	0.0	3.7	1.1	2.6	0.8	0.0	1.4	2.6	4.8	2.5	0.0	3.1
North Carolina	6.1	(S)	5.8	0.0	6.9	2.0	**	2.0	0.0	2.3	4.0	**	4.6	0.0	6.3
Ohio	5.9	(S)	4.0	0.0	3.0	1.0	**	0.9	0.0	1.3	2.5	**	2.3	0.0	2.3
Pennsylvania	4.8	10.5	4.8	0.0	2.7	0.9	1.9	0.7	0.0	1.2	2.8	4.8	3.5	0.0	2.0
Tennessee	5.5	(S)	4.9	0.0	6.7	1.9	**	1.3	0.0	1.9	3.8	**	3.7	0.0	4.4
Texas	4.6	8.3	4.3	0.0	3.3	1.1	2.2	1.1	0.0	1.3	2.7	4.9	3.3	0.0	3.1
Virginia	4.7	(S)	5.4	0.0	5.6	1.6	**	1.1	0.0	1.7	4.3	**	5.6	0.0	4.1
Wisconsin	5.5	11.4	6.7	0.0	4.0	1.8	4.2	1.5	0.0	1.3	5.2	11.3	5.1	0.0	4.6

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.7	3.2	4.2	1.3	0.9	1.1	3.0	3.0	2.9
New York, NY-Northeastern, NJ	3.5	3.3	3.3	0.9	0.7	1.1	2.7	2.9	2.9
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.4	6.0	4.5	1.5	0.9	1.0	4.0	4.0	2.9
Atlanta, GA	(S)	(S)	11.0	**	**	2.3	**	**	5.5
Baltimore, MD	8.1	8.7	4.5	1.6	1.0	1.3	4.9	3.4	2.1
Boston, MA	6.7	5.6	5.8	1.6	1.3	1.6	4.5	5.1	3.5
Chicago, IL	3.8	3.3	4.4	1.3	0.9	1.2	3.2	3.2	3.1
Cleveland, OH	(S)	9.4	4.8	**	1.2	1.0	**	6.4	2.7
Dallas-Fort Worth, TX	6.1	6.2	6.0	1.7	1.6	1.7	4.7	4.7	3.4
Detroit, MI	5.4	5.6	4.8	1.5	0.9	1.2	5.1	5.1	4.0
Houston, TX	5.7	7.1	4.1	1.7	1.1	0.9	3.0	3.7	2.7
Kansas City, MO-KS	9.6	7.4	3.9	2.6	1.3	1.4	5.7	5.0	2.9
Los Angeles-Long Beach, CA	5.0	5.5	6.3	0.8	0.7	1.3	2.5	2.9	2.8
Miami, FL	10.8	8.7	7.9	1.9	1.4	1.3	6.3	6.0	2.8
Milwaukee, WI	(S)	(S)	6.1	**	**	1.2	**	**	4.1
Minneapolis-St. Paul, MN-WI	9.8	11.5	2.8	3.4	3.2	0.9	8.5	10.3	1.6
Nassau-Suffolk, NY	10.1	7.7	6.7	1.8	1.5	1.7	4.4	4.6	7.6
New York, NY	4.1	5.2	4.7	1.2	1.0	1.6	4.1	4.4	4.0
Newark, NJ	8.6	8.2	5.9	1.7	2.0	1.6	8.8	7.9	5.5
Philadelphia, PA	7.0	8.3	5.9	1.4	1.2	1.9	5.8	6.7	5.3
Pittsburgh, PA	11.9	8.3	5.8	2.2	1.7	2.5	6.3	5.2	3.5
St. Louis, MO-IL	11.1	13.9	7.2	1.7	1.0	1.3	5.1	4.7	6.0
San Diego, CA	7.7	(S)	4.6	2.1	**	1.4	5.2	**	2.8
San Francisco-Oakland, CA	6.1	6.6	3.7	1.5	1.0	1.6	4.4	3.8	4.6
Washington, DC-MD-VA	7.3	6.0	9.4	1.9	1.4	2.5	5.6	9.2	8.0
Cities									
Chicago, IL	8.4	7.0	6.0	1.6	1.2	2.4	4.6	4.6	5.6
Los Angeles, CA	8.9	7.6	8.6	1.6	1.1	2.2	4.3	3.9	5.1
New York, NY	4.6	6.4	5.6	1.3	1.2	1.9	4.1	4.6	4.3
Philadelphia, PA	13.5	16.2	8.8	1.9	1.4	3.0	13.1	15.3	5.9

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures," and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.6 percent to +1.4 percent, with a median of +0.3 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.5 percent, with a median of +0.3 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.5 percent to +0.6 percent, with a median of +0.1 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	September 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	127180	128003	128331	-0.6	1.4	0.3	-0.2	0.5	0.3
	Total (excluding auto group)	93053	92826	93013	-0.5	0.8	0.2	-0.4	0.4	0.1
	Durable goods, total	53353	54516	54617	-2.0	2.6	0.4	-0.2	0.9	0.5
52	Building materials, hardware, garden supply and mobile home dealers	7363	7404	7350	-3.0	4.4	0.5	-1.2	0.9	-0.2
55 ex. 554	Automotive dealers	34127	35177	35318	-3.1	4.1	0.1	-0.2	1.5	0.7
57	Furniture, home furnishings, and equipment stores	6568	6560	6515	-4.0	4.0	0.8	-0.8	1.3	0.1
	Nondurable goods, total	73827	73487	73714	-0.5	1.1	0.1	-0.4	0.6	0.1
53	General merchandise group stores	13913	13859	13850	-0.9	1.5	0.1	-0.9	0.7	-0.1
531	Department stores	11947	11946	11941	-0.8	1.6	0.3	-0.3	0.6	0.1
54	Food stores	24671	24456	24661	-0.9	0.5	0.2	-0.9	0.8	0.1
541	Grocery stores	23303	23049	23252	-1.3	0.7	0.3	-1.0	0.9	0.1
554	Gasoline service stations	6829	6822	6839	-4.3	4.1	-1.0	-1.9	0.9	0.0
56	Apparel and accessory stores	6332	6317	6320	-1.9	3.0	1.6	-1.0	1.1	0.2
58	Eating and drinking places	11970	11926	11945	-1.9	3.5	0.5	-1.0	2.3	0.2
591	Drug stores and proprietary stores	4222	4179	4161	-1.8	1.9	-0.3	-1.1	0.5	-0.3

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	September 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	171656	171617	-0.5	0.6	0.1
	Total (excluding auto group)	128933	129177	-0.4	0.2	0.2
	Durable goods, total	86810	86578	-0.8	1.4	0.1
52	Building materials, hardware, garden supply, and mobile home dealers	14561	14541	-0.3	4.0	0.1
55 ex. 554	Automotive dealers	42723	42440	-0.8	2.0	-0.1
57	Furniture, home furnishings, and equipment stores	13871	13885	-0.3	1.4	0.4
	Nondurable goods, total	84846	85039	-0.3	0.2	0.0
53	General merchandise group stores	31518	31634	-1.0	0.8	-0.1
531	Department stores	25245	25361	-0.9	1.0	0.0
54	Food stores	16936	16973	-0.5	0.5	0.1
56	Apparel and accessory stores	15754	15784	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business: April 1985 Through August 1986**

Sic code	Kind of business	1985				1986												1987
		Sept.	Oct.[1]	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.[1]	Oct.[1]	Nov.[1]	Dec.[1]	Jan.[1]
	Retail trade, total	1.000	1.047	1.061	.968	.962	.986	1.004	1.010	1.000	.989	.983	.981	1.000	1.046	1.059	.968	.964
	Durable goods, total	.962	.996	1.017	.987	.992	1.014	1.025	1.032	1.020	1.007	.982	.951	.962	.995	1.016	.987	.993
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	.995	.993	.975	.962	.968	.997	1.027	1.040	1.035	1.013	1.002	.998	.993	.994	.975	.961	.967
55	Automotive dealers	.904	.951	.996	1.005	1.016	1.050	1.057	1.058	1.038	1.019	.971	.900	.906	.948	.993	1.007	1.022
57	Furniture, home furnishings, equipment dealers	1.009	1.039	1.048	.985	.973	.976	.989	.995	.994	1.006	.988	.999	1.007	1.039	1.047	.988	.973
	Nondurable goods, total	1.041	1.095	1.101	.954	.935	.960	.984	.990	.983	.972	.983	1.003	1.039	1.095	1.100	.952	.936
53	General mdse. group stores	1.073	1.147	1.157	.902	.879	.926	.972	.995	.987	.964	.982	1.015	1.070	1.147	1.155	.903	.880
531	Department stores	1.068	1.142	1.167	.905	.877	.926	.976	1.001	.992	.963	.974	1.005	1.064	1.141	1.166	.905	.879
54	Food stores	.993	1.026	1.047	1.013	.994	.990	.998	.995	.993	.998	.980	.974	.989	1.026	1.046	1.012	.996
56	Apparel & accessory stores	1.061	1.111	1.103	.937	.913	.956	.990	.993	.971	.955	.989	1.023	1.057	1.111	1.101	.936	.913

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business: April 1985 Through August 1986

SIC code	Kind of business	1985					1986											1987
		Sept.	Oct.[1]	Nov.[1]	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.[1]	Oct.[1]	Nov.[1]	Dec.[1]	Jan.[1]
	U.S. Retail Sales																	
	Retail trade, total	.964	1.006	1.020	1.191	.901	.854	.979	.986	1.055	1.008	1.009	1.019	.972	1.010	1.004	1.200	.901
	Durable goods, total	.995	1.001	.957	1.061	.883	.858	.988	1.030	1.095	1.076	1.044	1.010	1.007	1.005	.935	1.085	.866
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	1.052	1.083	.968	.895	.779	.717	.903	1.021	1.178	1.163	1.131	1.076	1.059	1.092	.952	.923	.772
521,3	Bldg. mat. & supply stores	1.077	1.113	.970	.864	.788	.731	.900	1.009	1.134	1.144	1.156	1.100	1.084	1.114	.959	.880	.780
525	Hardware stores	.952	1.005	1.011	1.153	.840	.747	.893	1.040	1.153	1.101	1.067	1.029	.968	1.003	.994	1.176	.842
55 ex 554	Automotive dealers	.980	.991	.909	.885	.904	.894	1.048	1.068	1.124	1.099	1.058	1.016	.996	1.006	.878	.911	.878
551,2,5,6,7,9	Motor vehicle & misc. automotive dealers	.978	.985	.897	.873	.908	.905	1.059	1.074	1.131	1.101	1.054	1.013	.992	.998	.867	.902	.891
553	Auto & home supply stores	.993	1.070	1.032	.996	.862	.788	.928	1.041	1.058	1.052	1.099	1.057	1.024	1.070	1.000	1.026	.864
57	Furniture, home furnishings & equipment stores	.957	1.015	1.094	1.342	.928	.855	.947	.935	.975	.955	.981	1.006	.982	1.010	1.072	1.365	.935
571	Furniture, home furnishings stores	.974	1.034	1.086	1.150	.933	.857	.964	.961	1.018	.983	.987	1.031	1.000	1.035	1.058	1.168	.933
5722,32	Household appliance, radio, TV stores	.919	.998	1.108	1.565	.930	.845	.917	.890	.923	.926	.976	.968	.957	.996	1.077	1.615	.950
	Nondurable goods, total	.949	1.006	1.057	1.263	.912	.851	.974	.954	1.035	.976	.988	1.023	.954	1.014	1.040	1.270	.922
53	General mdse. group stores	.898	.993	1.221	1.842	.704	.701	.919	.901	1.022	.925	.883	.987	.906	.992	1.210	1.843	.714
531	Department stores	.901	.993	1.218	1.831	.702	.698	.920	.904	1.023	.931	.882	.992	.910	.992	1.206	1.934	.715
533	Variety stores	.874	.952	1.068	1.859	.740	.744	.984	.906	1.007	.912	.926	.995	.866	.956	1.058	1.876	.756
539	Misc. gen. mdse. stores	.874	1.005	1.315	1.936	.693	.704	.852	.879	1.010	.894	.867	.952	.883	1.004	1.302	1.938	.706
54	Food stores	.955	.997	1.012	1.056	.984	.839	.991	.967	1.058	.992	1.041	1.038	.959	1.012	.987	1.061	.999
541	Grocery stores	.955	.998	1.014	1.039	.989	.899	.988	.966	1.058	.992	1.042	1.040	.960	1.015	.987	1.050	1.006
554	Gasoline service stations	.999	1.029	.989	1.014	.958	.870	.942	.976	1.035	1.043	1.066	1.052	1.005	1.030	.980	1.019	.958
56	Apparel & accessory stores	.929	.994	1.138	1.642	.792	.733	.995	.916	1.017	.904	.886	1.037	.946	.996	1.116	1.648	.809
561	Men's & boys' clothing, furnishing stores	.875	.981	1.209	1.907	.810	.700	.878	.899	1.022	.960	.828	.920	.874	.981	1.205	1.903	.822
562,3,8	Women's clothing, specialty stores, furriers	.947	1.022	1.136	1.582	.802	.754	1.004	.944	1.023	.888	.907	.985	.963	1.025	1.117	1.587	.815
566	Shoe stores	.992	1.011	1.059	1.332	.835	.761	1.095	.971	1.047	.934	.867	1.076	1.007	.999	1.049	1.328	.848
58	Eating and drinking places	.999	1.020	.967	.975	.917	.873	.992	1.001	1.057	1.045	1.071	1.099	.992	1.033	.957	.966	.916
591	Drug & proprietary stores	.930	.979	.981	1.326	.972	.922	.995	.961	1.007	.970	.970	.974	.937	.982	.967	1.339	.971
592	Liquor stores	.933	.979	1.042	1.389	.907	.834	.918	.915	.999	.980	1.043	1.037	.943	.987	1.021	1.405	.927
	Retail Sales of Group II Companies																	
	Retail trade, total	.930	.994	1.099	1.410	.863	.814	.967	.944	1.036	.958	.959	1.005	.939	1.003	1.077	1.427	.873
553	Auto & home supply stores	.973	1.086	1.058	1.032	.851	.781	.946	1.019	1.074	1.037	1.078	1.041	1.010	1.078	1.032	1.059	.852
53	General mdse. group stores	.894	.986	1.228	1.856	.700	.700	.920	.899	1.021	.930	.876	.987	.903	.985	1.212	1.861	.708
531	Department stores	.901	.992	1.215	1.831	.703	.699	.919	.906	1.022	.934	.882	.993	.910	.989	1.202	1.836	.713
533	Variety stores	.876	.937	1.090	1.916	.720	.731	.964	.921	1.025	.909	.897	.987	.859	.945	1.069	1.925	.736
541	Grocery stores	.942	.991	1.025	1.053	1.006	.907	1.000	.968	1.062	.972	1.022	1.028	.950	1.009	.988	1.074	1.022
56	Apparel & accessory stores	.930	.976	1.160	1.755	.715	.693	1.017	.909	.998	.901	.861	1.085	.937	.979	1.143	1.760	.728
562,3,8	Women's clothing, specialty stores, furriers	.930	.987	1.145	1.709	.714	.709	1.012	.933	1.000	.910	.915	1.023	.930	.990	1.134	1.715	.727
566	Shoe stores	.969	.993	1.095	1.440	.787	.738	1.141	.938	1.032	.919	.826	1.111	.982	.994	1.066	1.444	.789
591	Drug & proprietary stores	.922	.958	.992	1.450	.944	.894	.997	.935	1.006	.967	.964	.966	.927	.961	.981	1.462	.946

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago—Gary, Il-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Hartford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, Al. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Date, and Walker Counties, GA.

Chicago, Il. Cook Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

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[1] Statistics for the Boston SMSA in Table 9 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick City, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Briston County; Planville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacrameto, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, Il.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadaupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alamada, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadely, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worchester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince George's Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngston-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grououp: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

New England Division
- Maine
- New Hampshire
- Vermont
- Massachusetts
- Rhode Island
- Connecticut

Middle Atlantic Division
- New York
- New Jersey
- Pennsylvania

MIDWEST (formerly North Central)

East North Central Division
- Ohio
- Indiana
- Illinois
- Michigan
- Wisconsin

West North Central Division
- Minnesota
- Iowa
- Missouri
- North Dakota
- South Dakota
- Nebraska
- Kansas

SOUTH

South Atlantic Division
- Delaware
- Maryland
- District of Columbia
- Virginia
- West Virginia
- North Carolina
- South Carolina
- Georgia
- Florida

East South Central Division
- Kentucky
- Tennessee
- Alabama
- Mississippi

West South Central Division
- Arkansas
- Louisiana
- Oklahoma
- Texas

WEST

Mountain Division
- Montana
- Idaho
- Wyoming
- Colorado
- New Mexico
- Arizona
- Utah
- Nevada

Pacific Division
- Washington
- Oregon
- California
- Alaska
- Hawaii

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86_11

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

November 1986
Issued January 1987
BR-86-11

Intention to revise estimates: Please note the announcement on page 8 of this report concerning plans to revise the sales and inventories estimates.

Sales: Total sales for all retail stores in the United States during November 1986 were estimated to be $120.9 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated November 1986 sales indicated a decrease of 0.6 percent below October 1986, but increased 4.8 percent compared to November 1985. Excluding the automotive group, sales were little changed from October, but were 3.7 percent higher than November 1985. The cumulative sales for all retail stores in the first 11 months of 1986 were 5.0 percent higher than sales for the similar period last year.

The sales for most major kinds of business were significantly higher than last year. Building materials dealers were up 11.6 percent, furniture stores up 11.2 percent, and eating and drinking places were 9.5 percent above the November 1985 sales. Gasoline service stations sales, however, were 17.2 percent lower than those for November 1985.

The unadjusted sales for the New England Division were 7.9 percent higher than last year, and sales for the East South Central Division were up 7.3 percent. Maryland showed an increase in sales over November 1985 of 8.4 percent, while sales in Louisiana were 12.6 percent lower than the 1985 sales.

Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments, were estimated at $175.2 billion at the end of November up 5.7 percent from November last year.

Durable goods were little changed from October but were up 7.4 percent from November 1985. Nondurable goods inventories were at about the same level as October but were up 3.9 percent from November of the previous year.

The total inventories/sales ratio for November based on seasonally adjusted data was 1.45, unchanged from the previous month but up 0.01 from November of last year.

Figure 1. **Retail Sales**

Month-to-Month Percent Change*

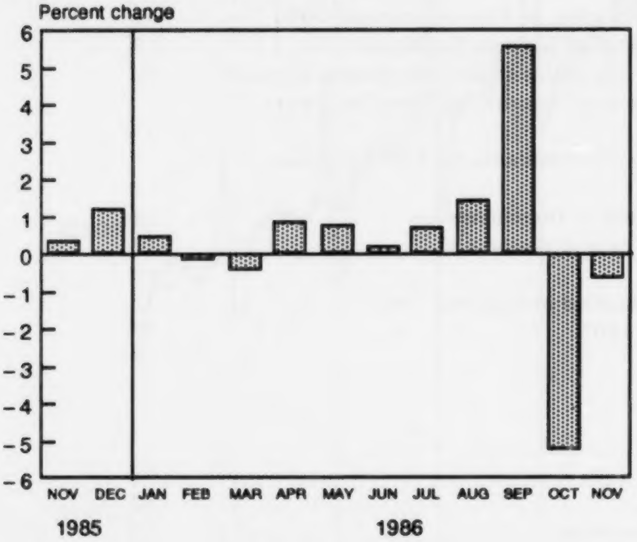
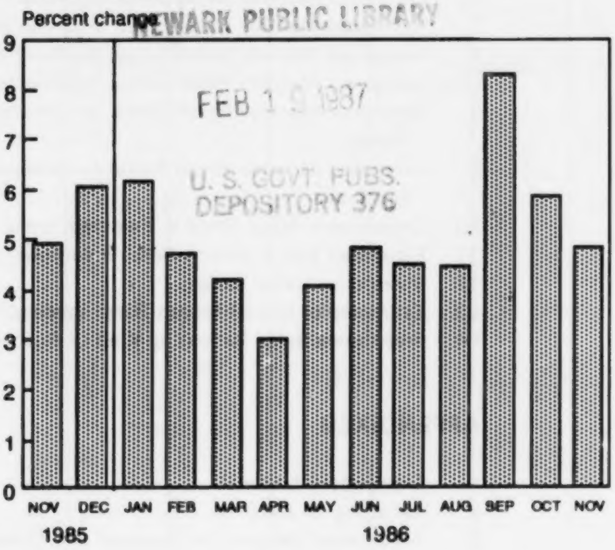


Figure 2. **Retail Sales**

Year-to-Year Percent Change*



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*(DATA ADJUSTED for seasonal, holiday, and trading day differences)

Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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Figure 3. **Estimated Monthly Retail Sales: January 1976 – November 1986**

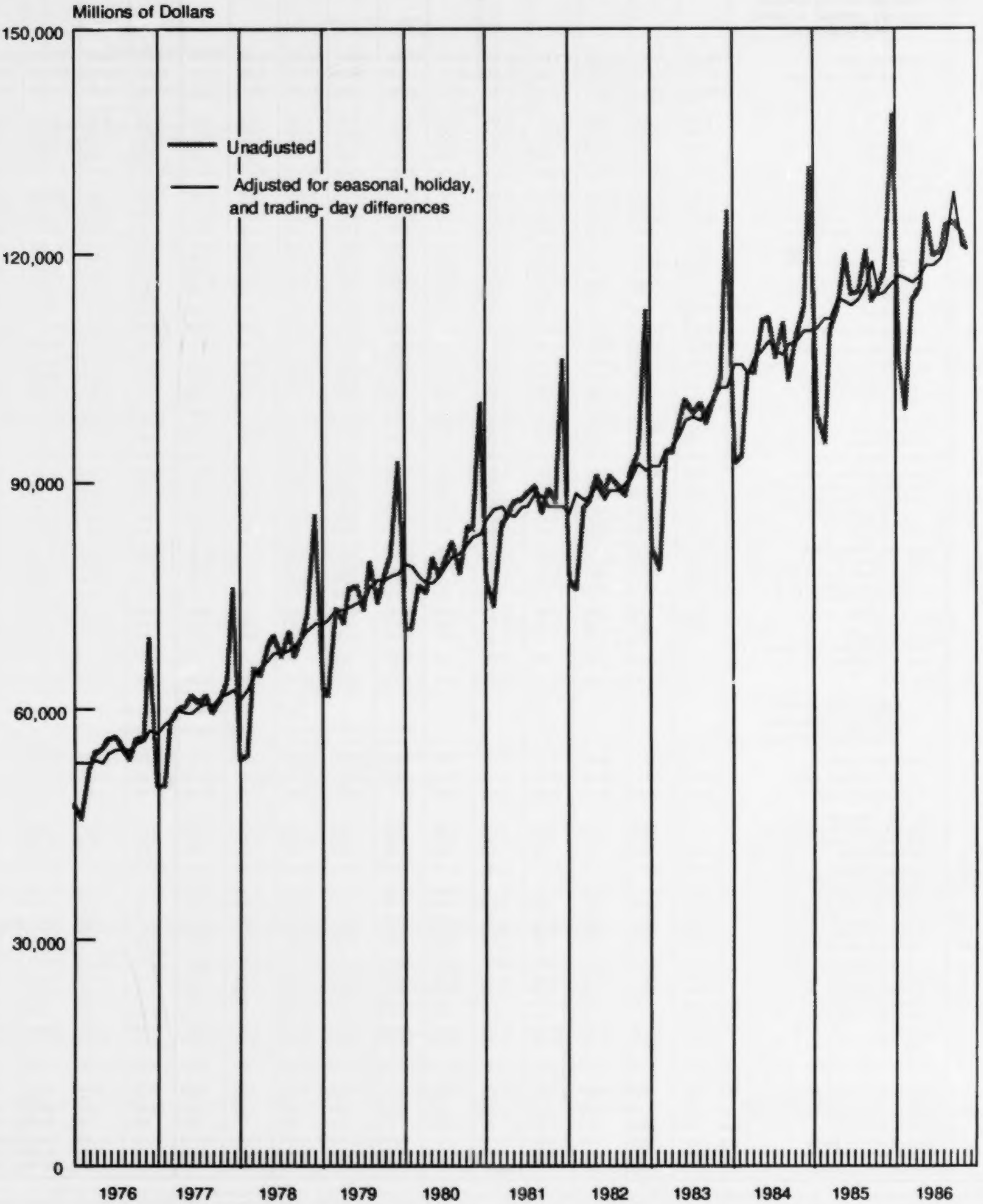

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986											1985		Total 11 mos.	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.[p]	Nov.	Dec.	1986	1985
	Not adjusted for seasonal variations, holiday, or trading-day differences															
	Retail trade, total	105,642	99,661	114,236	115,710	125,421	120,351	120,736	124,059	124,645	123,065	121,091	118,080	138,646	1,294,607	1,235,296
	Total (excl. auto. group)	81,831	76,333	87,995	87,468	94,845	90,611	91,735	94,823	89,544	94,868	96,756	94,957	115,553	986,809	945,596
	Durable goods, total	38,985	37,469	42,843	46,098	49,856	48,810	48,228	48,702	54,332	48,012	44,033	41,120	46,346	507,368	467,861
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,996	6,401	7,702	8,129	8,128	8,033	7,780	7,780	7,935	6,877	6,236	5,993	79,154	68,069
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,486	6,867	6,902	7,054	6,809	6,676	6,933	6,131	5,491	5,302	68,557	59,631
521,3	Bldg. mat., supply stores	4,035	3,694	4,609	5,500	5,791	5,819	6,013	5,785	5,721	5,925	5,163	4,538	4,218	58,055	49,623
525	Hardware stores	779	712	870	986	1,076	1,083	1,041	1,024	955	1,008	968	953	1,084	10,502	10,008
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,242	30,576	29,740	29,001	29,236	35,101	28,187	24,335	23,103	23,093	307,798	289,700
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,172	28,446	27,631	26,810	27,076	32,996	25,994	22,266	20,938	21,054	285,553	267,374
551,2	Motor vehicle dealers	21,088	20,495	22,509	24,163	26,381	25,579	24,920	25,338	31,406	24,478	20,915	19,935	20,080	267,272	250,961
551	Motor veh. (franchised)	20,370	19,807	21,699	23,367	25,515	24,651	23,895	24,261	30,361	23,442	20,035	19,192	19,442	257,403	240,786
553	Auto & Home supply stores	1,759	1,606	1,853	2,070	2,130	2,109	2,191	2,160	2,105	2,193	2,069	2,165	2,039	22,245	22,326
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,684	6,094	6,089	6,360	6,512	6,414	6,652	6,937	6,406	8,102	67,125	60,010
571	Furniture & home furn. stores	3,035	2,828	3,209	3,208	3,434	3,346	3,425	3,596	3,512	3,652	3,685	3,422	3,693	36,930	33,230
5712	Furniture stores	1,863	1,718	1,945	1,910	2,101	2,054	2,096	2,238	2,179	2,218	2,248	2,130	2,271	22,570	20,644
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	2,048	2,239	2,323	2,496	2,457	2,380	2,512	2,725	2,533	3,675	25,261	22,559
5722	Household appliance stores	676	570	638	633	712	732	814	761	716	756	758	785	1,016	7,766	7,556
5944	Jewelry stores	704	755	790	795	1,009	871	808	918	882	980	1,197	1,065	2,677	9,709	8,529
	Nondurable goods, total	66,657	62,192	71,393	69,612	75,565	71,541	72,508	75,357	70,313	75,043	77,058	76,940	92,300	787,239	767,434
53	General mdse. group stores	9,383	9,550	12,661	12,498	14,017	12,755	12,245	13,922	12,540	13,761	16,567	16,422	24,720	139,899	134,736
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,797	13,275	12,107	11,650	13,247	11,967	13,093	15,878	15,647	23,376	132,694	127,181
531	Department stores	7,954	8,049	10,769	10,644	11,985	10,971	10,519	12,037	10,866	11,810	14,282	13,910	20,903	119,886	113,841
539	Misc. gen. mdse. stores	861	945	1,102	1,153	1,290	1,136	1,131	1,210	1,101	1,283	1,596	1,737	2,473	12,808	13,340
533	Variety stores	568	556	790	701	742	648	595	675	573	668	689	775	1,344	7,205	7,555
54	Food stores	23,948	21,813	24,213	23,354	25,635	24,206	25,459	25,207	23,662	25,101	24,656	24,297	25,409	267,254	256,789
541	Grocery stores	22,749	20,630	22,853	22,049	24,235	22,878	24,123	23,818	22,322	23,706	23,301	22,964	23,765	252,664	242,338
546	Retail bakeries	296	309	368	349	370	353	352	389	409	425	404	352	376	4,024	3,618
554	Gasoline service stations	8,067	7,122	7,173	6,941	7,442	7,451	7,390	7,110	6,873	7,022	6,798	8,285	8,618	79,389	92,149
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	6,313	5,680	5,533	6,606	5,992	6,349	7,057	6,809	9,783	64,490	59,890
561	Mens & boys clothing, furnishings	563	511	660	692	776	724	622	699	661	734	862	854	1,342	7,504	6,994
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,405	2,612	2,331	2,387	2,639	2,571	2,745	2,976	2,835	3,963	27,120	25,158
562	Womens ready-to-wear	1,717	1,624	2,297	2,164	2,355	2,115	2,185	2,381	2,311	2,459	2,643	2,487	3,444	24,251	22,431
565	Family clothing stores	1,161	1,089	1,556	1,463	1,605	1,450	1,405	1,802	1,500	1,615	1,886	1,864	2,885	16,532	15,447
566	Shoe stores	740	703	1,026	914	996	892	827	1,103	967	966	1,031	948	1,190	10,165	9,667
58	Eating and drinking places	10,338	9,826	11,309	11,663	12,377	12,250	12,648	13,140	11,849	12,471	11,658	10,754	10,728	129,529	120,307
5812	Eating places	9,525	9,075	10,458	10,751	11,476	11,326	11,715	12,201	10,956	11,545	10,771	9,940	9,894	119,799	111,308
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,622	6,977	6,852	7,053	7,329	6,706	7,000	6,546	6,127	6,012	72,866	68,468
5812 pt.	Refreshment places	3,632	3,376	3,941	3,999	4,317	4,305	4,515	4,682	4,084	4,371	4,060	3,682	3,749	45,282	41,596
5813	Drinking pls. (alcoholic bev)	813	751	851	912	901	924	933	939	893	926	887	814	834	9,730	8,999
591	Drug & proprietary stores	3,828	3,619	3,997	3,865	4,118	3,994	4,030	4,080	3,899	4,101	4,046	3,832	5,186	43,557	40,828
592	Liquor stores	1,363	1,242	1,395	1,366	1,496	1,489	1,563	1,518	1,387	1,460	1,488	1,544	2,077	15,767	15,725
596	Nonstore retailers[1]	2,139	2,094	2,275	2,276	2,183	2,077	2,083	2,182	2,353	2,804	2,674	2,800	2,587	25,140	24,363
5961 pt.	Mail-order houses (department store merchandise)	260	238	286	308	290	265	290	309	298	372	327	494	461	3,243	4,089
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,170	30,211	28,206	27,722	31,040	28,762	30,751	35,280	33,946	50,548	311,787	291,973
	Adjusted for seasonal variations, holiday, and trading-day differences											See	note 3			
	Retail trade, total	117,349	117,200	116,684	117,715	118,675	118,980	119,804	121,523	128,331	121,665	120,937	115,354	116,743	1,318,833	1,255,930
	Total (excl. auto group)	91,022	91,160	91,658	91,358	91,511	91,859	92,374	92,750	93,013	93,221	93,479	90,106	90,763	1,013,405	969,511
	Durable goods, total	44,187	43,949	43,279	44,874	45,554	45,596	46,312	47,912	54,617	47,679	46,706	42,560	43,639	510,665	469,575
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,925	6,908	7,143	7,384	6,947	6,998	7,080	7,205	7,350	7,317	7,223	6,471	6,634	78,480	67,313
521,3	Bldg. mat., & supply stores	5,121	5,053	5,121	5,451	5,107	5,087	5,202	5,259	5,278	5,314	5,367	4,674	4,893	57,360	48,870
525	Hardware stores	927	953	974	948	933	984	976	995	987	994	981	945	939	10,652	10,117
55 ex 554	Automotive dealers	26,327	26,040	25,026	26,357	27,164	27,101	27,430	28,773	35,318	28,434	27,458	25,248	25,980	305,428	286,419
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,286	24,002	23,029	24,369	25,151	25,096	25,436	26,729	33,262	26,390	25,418	23,162	23,925	283,168	264,149
553	Auto & home supply stores	2,041	2,038	1,997	1,988	2,013	2,005	1,994	2,044	2,056	2,044	2,040	2,086	2,055	22,260	22,270
57	Furniture, home furn. & equip strs	5,989	5,971	6,049	6,099	6,262	6,378	6,507	6,516	6,515	6,522	6,536	5,878	5,996	69,324	61,834
571	Furniture & home furn. stores	3,253	3,300	3,329	3,338	3,373	3,404	3,470	3,488	3,512	3,515	3,496	3,157	3,214	37,478	33,612
5722,32	Household appliance, radio & tv	2,263	2,244	2,268	2,301	2,426	2,509	2,557	2,538	2,487	2,502	2,512	2,278	2,333	26,607	23,752
	Nondurable goods, total	73,162	73,251	73,405	72,841	73,121	73,364	73,492	73,611	73,714	73,976	74,231	72,794	73,104	808,168	786,355
53	General mdse. group stores	13,340	13,621	13,801	13,860	13,730	13,766	13,873	14,083	13,850	13,898	13,760	13,490	13,413	151,582	145,711
531	Department stores	11,330	11,532	11,705	11,774	11,716	11,784	11,926	12,134	11,941	11,929	11,872	11,439	11,404	129,643	122,892
533	Variety stores	768	747	803	774	737	711	643	678	662	699	653	726	728	7,875	8,210
539	Misc. gen. mdse stores	1,242	1,342	1,293	1,312	1,277	1,271	1,304	1,271	1,247	1,270	1,235	1,325	1,281	14,064	14,609
54	Food stores	24,337	24,261	24,463	24,126	24,233	24,398	24,486	24,283	24,661	24,800	24,991	23,969	24,331	269,039	258,206
541	Grocery stores	23,002	22,948	23,131	22,825	22,906	23,063	23,151	22,902	23,252	23,379	23,608	22,625	22,939	254,167	243,506
554	Gasoline service stations	8,421	8,186	7,615	7,112	7,190	7,144	6,932	6,759	6,839	6,831	6,837	8,377	8,441	79,966	92,306
56	Apparel & accessory stores	5,915	5,996	6,189	6,205	6,211	6,283	6,257	6,411	6,320	6,352	6,328	5,968	5,978	68,467	63,358
561	Mens & boys clothing, furnishings	695	730	752	770	759	754	751	760	756	740	721	709	709	8,188	7,621
562,3,8	Women's clothing, spec., furrier	2,498	2,492	2,562	2,548	2,553	2,625	2,632	2,679	2,670	2,668	2,667	2,491	2,515	28,594	26,469
566	Shoe stores	886	924	937	941	951	955	954	1,025	960	971	985	894	902	10,489	9,931
58	Eating & drinking places	11,274	11,255	11,400	11,651	11,710	11,722	11,810	11,956	11,945	12,073	12,182	11,121	11,106	128,978	119,881
591	Drug & proprietary stores	3,938	3,925	4,017	4,022	4,089	4,118	4,155	4,168	4,161	4,180	4,193	3,906	3,896	44,966	42,073
592	Liquor stores	1,503	1,489	1,520	1,493	1,497	1,519	1,499	1,464	1,471	1,482	1,459	1,482	1,496	16,396	16,317

[p] Preliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

SIC code	Kind of business	Percent change in retail sales: Nov.1986 from-- Nov.1985	Nov.1986 from-- Oct.1986	11 mos. 1986 from 11 mos. 1985
	Data Not Adjusted[1]			
	Retail trade, total	+2.6	-1.6	+4.8
	Total (excl. auto. group)	+1.9	+2.0	+4.4
	Durable goods, total	+7.1	-8.3	+8.4
52	Building materials, hardware, garden supply, and mobile homes dealers	+10.3	-13.3	+16.3
521,3,5	Bldg. mat., supply, hardware stores	+11.7	-11.6	+15.0
521,3	Bldg. materials and supply stores	+13.8	-12.9	+17.0
523	Paint, glass, wallpaper stores*	+3.4	-15.8	+18.3
525	Hardware stores	+1.6	-4.0	+4.9
55 ex 554	Automotive dealers	+5.3	-13.7	+6.2
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+6.3	-14.3	+6.8
551,2	Motor vehicle dealers	+4.9	-14.6	+6.5
551	Motor vehicle dlrs. (franchised)	+4.4	-14.5	+6.9
553	Auto and home supply stores	-4.4	-5.7	-.4
57	Furniture, home furn., & equip. stores	+8.3	+4.3	+11.9
571	Furniture, and home furn. stores	+7.7	+.9	+11.1
5712	Furniture stores	+5.5	+1.4	+9.3
5713	Floor covering stores*	+14.6	-2.1	+13.7
5722,32	Household appliance, radio & TV	+7.6	+8.5	+12.0
5722	Household appliance stores	-3.4	+.3	+2.8
5732	Radio and television stores*	+12.5	+12.0	+16.6
5733	Music stores*	+16.9	+8.0	+16.9
5941	Sporting goods strs. & bicycle shops*	+3.3	+12.5	+4.9
5942	Book stores*	+13.1	+8.2	+6.1
5944	Jewelry stores	+12.4	+22.1	+13.8
5946	Camera, photographic supply stores*	+9.0	-3.7	+7.1
5999 pt.	Optical goods stores*	+15.1	-10.5	+12.8
	Nondurable goods, total	+.2	+2.7	+2.6
53	General merchandise group stores	+.9	+20.4	+3.8
531,9	Dept. strs., misc. gen. mdse. strs	+1.5	+21.3	+4.3
531	Department stores	+2.7	+20.9	+5.3
539	Misc. general mdse. stores	-8.1	+24.4	-4.0
533	Variety stores	-11.1	+3.1	-4.6
54	Food stores	+1.5	-1.8	+4.1
541	Grocery stores	+1.5	-1.7	+4.3
542	Meat and fish (seafood) markets*	-14.3	-3.6	-13.7
543	Fruit stores & vegetable markets*	-15.0	-4.4	-.9
544	Candy, nut, confectionery stores*	+14.3	-1.0	+15.1
546	Retail bakeries	+14.8	-4.9	+11.2
554	Gasoline service stations	-17.9	-3.2	-13.8
56	Apparel and accessory stores	+3.6	+11.2	+7.7
561	Men's & boy's clothing, furnishings	+.9	+17.4	+7.3
562,3,8	Women's cloth., spec. strs., furriers	+5.0	+8.4	+7.8
562	Women's ready-to-wear stores	+6.3	+7.5	+8.1
565	Family clothing stores	+1.2	+16.8	+7.0
566	Shoe stores	+8.8	+6.7	+5.2
58	Eating and drinking places	+8.4	-6.5	+7.7
5812	Eating places	+8.4	-6.7	+7.6
5812 pt.	Restaurants, lunchrooms, cafes	+6.8	-6.5	+6.4
5812 pt.	Refreshment places	+10.3	-7.1	+8.9
5813	Drinking places (alcoholic bevs.)	+9.0	-4.2	+8.1
591	Drug & proprietary stores	+5.6	-1.3	+6.7
592	Liquor stores	-3.6	+1.9	+.3
5943	Stationery stores*	-2.5	-7.6	-2.3
596	Nonstore retailers[2]	-4.5	-4.6	+3.2
5961 pt.	Mail-order houses (department store merchandise)	-33.8	-12.1	-20.7
598	Fuel and ice dealers*	-10.9	+16.3	-9.5
5983	Fuel and oil dealers*	-9.5	+22.9	-11.4
53,56,57, 594	GAF, total[3]	+3.9	+14.7	+6.8
	Data Adjusted[4]			
	Retail trade, total	+4.8	-.6	+5.0
	Total (ex. automotive group)	+3.7	+.3	+4.5
	Durable goods, total	+9.7	-2.0	+8.8
52	Building materials, hardware, garden supply, and mobile homes dealers	+11.6	-1.3	+16.6
521,3	Bldg. materials and supply stores	+14.8	+1.0	+17.4
525	Hardware stores	+3.8	-1.3	+5.3
55 ex 554	Automotive dealers	+8.8	-3.4	+6.6
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+9.7	-3.7	+7.2
553	Auto and home supply stores	-2.2	-.2	.0
57	Furniture, home furn., & equip. stores	+11.2	+.2	+12.1
571	Furniture and home furn. stores	+10.7	-.5	+11.5
5722,32	Hshd. appl., radio and TV stores	+10.3	+.4	+12.0
	Nondurable goods, total	+2.0	+.3	+2.8
53	General merchandise group stores	+2.0	-1.0	+4.0
531	Department stores	+3.8	-.5	+5.5
533	Variety stores	-10.1	-6.6	-4.1
539	Misc. general mdse. stores	-6.8	-2.8	-3.7
54	Food stores	+4.3	+.8	+4.2
541	Grocery stores	+4.3	+1.0	+4.4
554	Gasoline service stations	-17.2	+1.6	-13.4
56	Apparel and accessory stores	+6.0	-.4	+8.1
561	Men's & boy's clothing, furnishings	+1.7	-2.6	+7.4
562,3,8	Women's cloth., spec. strs., furriers	+7.1	.0	+8.0
566	Shoe stores	+10.2	+1.4	+5.6
58	Eating and drinking places	+9.5	+.9	+7.6
591	Drug & proprietary stores	+7.3	+.3	+6.9
592	Liquor stores	-1.6	-1.6	+.5

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.

[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[4] Data adjusted for seasonal variations, holiday, and trading-day differences.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. Month-to-Month and Long-Term Percent Changes in Retail Sales

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change		Average monthly rates of change		
				Sept.1986 through Nov.1986 from--				
	Nov. 1986 from Oct. 1986	Oct. 1986 from Sept. 1986	Sept. 1986 from Aug. 1986	June1986 through Aug.1986	Sept.1985 through Nov. 1985	Nov. 1986 from Sept. 1986 (3-mo. span)	Nov. 1986 from June 1986 (6-mo. span)	Nov. 1986 from Nov. 1985 (12-mo. span)
Retail trade, total	-.6	-5.2	+5.6	+3.0	+6.3	-.1	+.4	+.4
Durable goods, total	-2.0	-12.7	+14.0	+6.6	+13.6	-.2	+.7	+.9
Nondurable goods, total	+.3	+.4	+.1	+.7	+2.0	+.3	+.3	+.2

Table 3. Estimated Monthly Retail Sales, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec.[1]
	Retail trade, total	110,511	111,935	111,999	114,256	113,992	113,468	114,620	116,349	118,499	114,947	115,354	116,743
	Total (excl. auto. group)	85,848	86,783	86,815	88,142	87,998	87,485	88,367	88,886	89,344	89,737	90,106	90,763
	Durable goods, total	40,644	41,341	41,498	42,764	42,587	42,335	42,887	44,318	46,118	42,523	42,560	43,639
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,033	5,952	6,140	6,197	6,225	6,431	6,471	6,634
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,356	4,416	4,513	4,510	4,683	4,674	4,893
525	Hardware stores	893	878	901	928	906	887	902	929	929	1,019	945	939
55ex.554	Automotive dealers	24,663	25,152	25,184	26,114	25,994	25,983	26,253	27,463	29,155	25,210	25,248	25,980
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	23,975	24,235	25,443	27,116	23,158	23,162	23,925
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,037	2,008	2,018	2,020	2,039	2,052	2,086	2,055
57	Furniture, home furn. & equip. strs	5,314	5,505	5,491	5,475	5,647	5,554	5,602	5,698	5,775	5,895	5,878	5,996
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,072	3,044	3,073	3,112	3,114	3,138	3,157	3,214
5722,32	Household appliance, radio & TV	2,072	2,088	2,080	2,105	2,175	2,114	2,127	2,171	2,239	2,303	2,278	2,333
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,405	71,133	71,733	72,031	72,381	72,424	72,794	73,104
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,217	13,126	13,209	13,391	13,413	13,325	13,490	13,413
531	Department stores	10,837	11,130	11,069	11,191	11,138	11,067	11,156	11,300	11,270	11,295	11,439	11,404
533	Variety stores	733	757	758	760	750	748	739	742	767	730	726	728
539	Misc. gen. mdse. stores	1,318	1,316	1,334	1,337	1,329	1,311	1,314	1,349	1,376	1,300	1,325	1,281
54	Food stores	23,123	23,188	23,073	23,445	23,370	23,337	23,508	23,565	23,846	23,782	23,969	24,331
541	Grocery stores	21,794	21,846	21,720	22,093	22,006	22,023	22,189	22,228	22,529	22,453	22,625	22,939
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,472	8,428	8,524	8,503	8,388	8,403	8,377	8,441
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,763	5,703	5,771	5,870	5,890	5,918	5,968	5,978
561	Men's & boys' clothing, furnishings	694	688	694	693	697	681	685	690	686	704	709	709
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,388	2,378	2,438	2,484	2,492	2,479	2,491	2,515
566	Shoe stores	867	884	918	927	942	907	898	907	899	888	894	902
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,947	10,966	10,940	10,890	10,998	11,085	11,121	11,106
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,784	3,808	3,853	3,901	3,866	3,946	3,906	3,896
592	Liquor stores	1,494	1,461	1,475	1,490	1,474	1,454	1,466	1,462	1,598	1,461	1,482	1,496

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Figure 4.

Percent Change in Retail Sales: November 1986 From November 1985

(Based on data NOT ADJUSTED for seasonal Variations, holiday or trading - day differences)

UNITED STATES +2.6

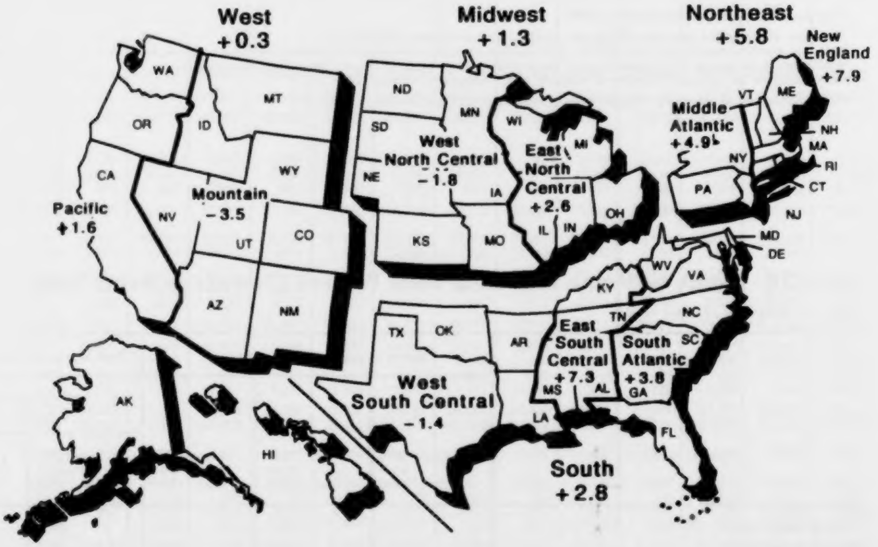

Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986											1985		Percent change		
															Nov. 1986 from--		11 mo 1986 from 11 mo 1985
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.[p]	Nov.	Dec.	Nov. 1985	Oct. 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	37,972	41,666	38,836	39,353	41,598	38,559	41,309	44,451	44,041	56,786	+.9	+7.6	+3.5
	Durable goods, total	2,679	2,554	3,116	3,361	3,704	3,567	3,733	3,710	3,582	3,816	4,161	3,717	5,246	+11.9	+9.0	+9.1
553	Auto and home supply stores	361	341	412	451	466	449	500	494	465	520	493	454	437	+8.6	-5.2	+11.1
	Nondurable goods, total	31,847	30,149	35,959	34,611	37,962	35,269	35,620	37,888	34,977	37,493	40,290	40,324	51,540	-.1	+7.5	+3.0
53	General mdse. group stores	8,708	8,911	11,863	11,690	13,158	11,964	11,415	13,026	11,721	12,806	15,538	15,387	23,218	+1.0	+21.3	+4.5
531	Department stores	7,628	7,731	10,353	10,239	11,518	10,569	10,127	11,598	10,447	11,331	13,702	13,333	20,031	+2.8	+20.9	+5.6
533	Variety stores	461	444	670	590	631	540	479	537	454	524	558	660	1,167	-15.5	+6.5	-7.8
539	Misc. general mdse. stores	619	736	840	861	1,009	855	809	891	820	951	1,278	1,394	2,020	-8.3	+34.4	+.1
54	Food stores	13,401	12,073	13,419	12,835	14,165	13,063	13,947	13,889	13,032	13,858	13,702	13,516	14,177	+1.4	-1.1	+3.8
541	Grocery stores	13,235	11,904	13,225	12,677	13,992	12,897	13,781	13,721	12,874	13,685	13,534	13,340	13,880	+1.5	-1.1	+3.8
56	Apparel and accessory stores	1,743	1,726	2,561	2,318	2,533	2,340	2,244	2,846	2,458	2,569	3,005	2,849	4,234	+5.5	+17.0	+10.3
562,3,8	Women's clothing, spec., furs	785	788	1,126	1,027	1,107	1,043	1,062	1,201	1,095	1,160	1,366	1,260	1,840	+8.4	+17.8	+11.4
562	Women's ready-to-wear	768	769	1,100	1,004	1,084	1,022	1,042	1,177	1,070	1,133	1,335	1,233	1,798	+8.3	+17.8	+11.7
565	Family clothing stores	453	438	665	613	678	613	575	775	645	681	812	823	1,274	-1.3	+19.2	+7.1
566	Shoe stores	356	352	550	476	519	467	428	608	487	484	540	495	661	+9.1	+11.6	+11.0
5812	Eating places	2,268	2,125	2,485	2,459	2,588	2,564	2,728	2,770	2,554	2,714	2,521	2,379	2,405	+6.0	-7.1	+6.8
591	Drug and proprietary stores	2,083	1,939	2,213	2,079	2,251	2,185	2,186	2,222	2,141	2,238	2,259	2,147	3,174	+5.2	+.9	+4.2
	Adjusted for seasonal variations, holiday, and trading-day differences										See	note	1				
	Retail trade, total	40,077	40,282	40,533	40,284	40,276	40,473	41,024	41,222	41,111	41,225	41,155	40,026	40,234	+2.8	-.2	+3.8
553	Auto and home supply stores	424	437	436	443	434	433	464	475	460	478	476	427	423	+11.5	-.4	+11.2
53	General mdse. group stores	12,454	12,724	12,962	12,963	12,886	12,889	13,014	13,185	12,974	12,991	12,839	12,578	12,500	+2.1	-1.2	+4.8
531	Department stores	10,851	11,060	11,266	11,301	11,270	11,316	11,482	11,680	11,480	11,457	11,399	10,983	10,940	+3.8	-.5	+5.8
533	Variety stores	640	607	695	641	616	594	534	544	529	550	522	606	609	-13.9	-5.1	-7.2
541	Grocery stores	13,156	13,125	13,225	13,096	13,175	13,269	13,484	13,347	13,552	13,563	13,685	13,002	13,181	+5.3	+.9	+4.0
56	Apparel and accessory stores	2,435	2,497	2,543	2,544	2,542	2,578	2,597	2,648	2,614	2,617	2,626	2,451	2,423	+7.1	+.3	+10.8
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,101	1,107	1,146	1,161	1,174	1,177	1,171	1,193	1,095	1,077	+8.9	+1.9	+11.9
566	Shoe stores	452	477	482	507	503	508	518	547	496	488	505	453	459	+11.5	+3.5	+11.6
591	Drug and proprietary stores	2,207	2,169	2,220	2,224	2,238	2,260	2,268	2,300	2,310	2,326	2,307	2,171	2,189	+6.3	-.8	+4.3

[p] Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business).Group totals include kinds of business not shown separately.

Table 5. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec
	Retail trade, total	38,271	38,733	38,776	39,086	39,132	39,014	39,240	39,534	39,683	39,668	40,026	40,234
553	Auto & home supply stores	400	396	402	402	404	399	393	400	420	419	427	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,275	12,166	12,281	12,466	12,441	12,397	12,578	12,500
531	Department stores	10,365	10,634	10,600	10,723	10,663	10,564	10,674	10,846	10,808	10,827	10,983	10,940
533	Variety stores	624	641	646	645	640	636	629	630	654	621	606	609
541	Grocery stores	12,639	12,635	12,653	12,820	12,816	12,851	12,871	12,738	13,015	12,938	13,002	13,181
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,295	2,295	2,323	2,379	2,368	2,409	2,451	2,423
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	999	1,013	1,036	1,041	1,055	1,063	1,095	1,077
566	Shoe stores	428	434	432	440	450	450	447	465	452	460	453	459
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,144	2,147	2,189	2,238	2,187	2,215	2,171	2,189

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Intention to Revise Estimates

Sales

The Census Bureau will revise the monthly estimates of retail sales in the United States for the period January 1967 through December 1986, utilizing the results from the 1982 Census of Retail Trade and the *1985 Annual Retail Trade Survey*. In mid-April 1987, the Census Bureau will publish *Revised Monthly Retail Trade* containing the revised January 1977 through December 1986 estimates. Revised estimates for the months January 1967 through December 1976 will be available upon request.

In addition to the annual benchmarking, this revision will reflect the introduction of a new sample of retail firms. The introduction of this new sample will cause a change in the treatment of sales from leased departments and concessions. Currently, the Census Bureau tabulates these sales in the kind-of-business category of the store in which they are located. The revision process will shift these sales from the kind of business of the store to that of the leased department or concession.

This revision also will incorporate the restructured and redefined metropolitan areas. In the past, the selected metropolitan areas for which we developed retail sales estimates were defined as Standard Metropolitan Statistical Areas (SMSA's). At the time of the revision, the Census Bureau will begin publishing monthly retail sales estimates for selected Consolidated Metropolitan Statistical Areas (CMSA's), Metropolitan Statistical Areas (MSA's), Primary Metropolitan Statistical Areas (PMSA's), and a New England County Metropolitan Area (NECMA). Revised monthly estimates will be shown from January 1978 through December 1986 for those areas whose new definitions are similar to the SMSA definitions. Monthly estimates of retail sales for the other selected metropolitan areas will commence with the January 1987 estimates.

A more detailed description of the revisions will be contained in the *Revised Monthly Retail Trade* report scheduled for release in mid-April 1987.

Inventories

Estimates of retail inventories in the United States will also be revised utilizing the results of the 1982 Census of Retail Trade and the *1985 Annual Retail Trade Survey*. Revised data for December 1980 through December 1986 will be contained in the report to be released in mid-April 1987.

The inventory series will be affected by three changes; (l) a new sample design and estimation methodology, (2) the cost basis by which reported inventory values are tabulated in the estimates, and (3) the treatment of leased department and concession inventories.

In the past, the inventory sample consisted of a subsample of firms included in the Bureau's Annual Retail Trade Survey. Estimates were derived from this sample using a ratio type estimation procedure. (A description of this sample and estimation procedure are described in appendix A of this publication). The revised estimates will be produced from a subsample of retail firms selected from the list component of the monthly retail trade sales survey (updated from the 1982 Census of Retail Trade) and from the area component. The estimation methodology will use a composite estimating procedure similar to that used to produce estimates of retail sales.

Previously, reports from firms using the last-in first-out (LIFO) method to derive the cost value of their inventories were tabulated in the estimates at the LIFO cost value. Estimates from the new sample will be on a non-LIFO basis.

The adjusted historical series beginning with December 1980 will be published in mid-April 1987.

The treatment of leased departments and concession inventories in the revised estimates will be the same as that described above for retail sales.

A more detailed description of the revisions will be contained in the *Revised Monthly Retail Trade* report scheduled for release in mid-April 1987.

Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986											1985		Percent change		
														Nov. 1986 from--		11 mos. 1986 from 11 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.[p]	Nov.	Dec.	Nov. 1985	Oct. 1986	
Northeast																
Retail trade, total	**23,451**	**21,903**	**24,984**	**25,380**	**27,907**	**28,836**	**26,740**	**27,471**	**28,195**	**27,847**	**27,718**	**26,203**	**30,786**	**+5.8**	**-.5**	**+8.9**
Durable goods, total	8,076	7,841	9,053	9,957	10,932	10,854	10,530	10,574	12,212	10,672	9,888	8,780	9,792	+12.6	-7.3	+17.7
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,479	1,716	1,710	1,672	1,672	1,669	1,708	1,452	1,332	1,213	+9.0	-15.0	+25.0
Automotive dealers	4,771	4,768	5,563	6,078	6,541	6,544	6,264	6,230	7,765	6,165	5,445	4,656	4,456	+16.9	-11.7	+17.9
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,284	1,420	1,378	1,429	1,428	1,421	1,503	1,543	1,500	1,863	+2.9	+2.7	+14.5
Nondurable goods, total	15,375	14,062	15,931	15,423	16,975	15,982	16,210	16,897	15,983	17,175	17,830	17,423	20,994	+2.3	+3.8	+4.0
General mdse. group stores	1,761	1,857	2,442	2,458	2,901	2,578	2,384	2,807	2,624	2,861	3,507	3,435	5,125	+2.1	+22.6	+4.9
Department stores	1,487	1,552	2,084	2,107	2,509	2,219	2,013	2,410	2,271	2,460	3,030	2,969	4,395	+2.1	+23.2	+5.6
Food stores	5,392	4,844	5,378	5,139	5,679	5,397	5,733	5,689	5,406	5,741	5,671	5,350	5,588	+6.0	-1.2	+7.4
Grocery stores	5,049	4,500	4,965	4,749	5,263	4,997	5,322	5,259	4,959	5,279	5,229	4,969	5,137	+5.2	-.9	+8.0
Gasoline service stations	1,650	1,449	1,466	1,331	1,428	1,429	1,411	1,356	1,270	1,293	1,242	1,619	1,720	-23.3	-3.9	-14.7
Apparel & accessory stores	1,163	1,081	1,505	1,466	1,701	1,456	1,353	1,686	1,646	1,728	1,945	1,778	2,461	+9.4	+12.6	+9.9
Eating & drinking places	2,276	2,098	2,373	2,494	2,711	2,682	2,852	2,924	2,588	2,814	2,565	2,452	2,459	+4.6	-8.8	+5.0
Drug & proprietary stores	785	751	848	842	898	888	896	906	878	928	913	792	1,026	+15.3	-1.6	+11.7
GAF, total[1]	4,919	4,871	6,048	6,006	6,963	6,361	6,029	6,895	6,697	7,073	8,169	7,803	11,443	+4.7	+15.5	+9.3
Midwest[2]																
Retail trade, total	**24,301**	**23,176**	**26,772**	**27,729**	**29,951**	**28,856**	**28,569**	**29,251**	**29,758**	**29,547**	**28,852**	**28,476**	**32,369**	**+1.3**	**-2.4**	**+3.1**
Durable goods, total	8,665	8,620	10,041	11,174	12,018	11,887	11,402	11,374	12,985	11,435	10,176	9,633	10,510	+5.6	-11.0	+6.7
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,636	1,816	1,819	1,794	1,784	1,679	1,758	1,539	1,457	1,300	+5.6	-12.5	+9.8
Automotive dealers	5,582	5,775	6,624	7,384	7,804	7,716	7,222	7,118	8,934	7,146	5,935	5,587	5,513	+6.2	-16.9	+5.9
Furniture, home furn, and equipment stores	1,225	1,075	1,263	1,247	1,299	1,311	1,379	1,384	1,348	1,434	1,492	1,463	1,855	+2.0	+4.0	+11.6
Nondurable goods, total	15,636	14,556	16,731	16,555	17,933	16,969	17,167	17,877	16,773	18,112	18,676	18,843	21,859	-.9	+3.1	+1.0
General mdse. group stores	2,384	2,324	3,181	3,228	3,554	3,264	3,168	3,584	3,211	3,607	4,354	4,183	6,098	+4.1	+20.7	+4.4
Department stores	2,098	2,039	2,821	2,854	3,147	2,919	2,800	3,208	2,876	3,207	3,913	3,706	5,419	+5.6	+22.0	+6.1
Food stores	5,353	4,870	5,334	5,177	5,768	5,374	5,659	5,579	5,202	5,580	5,530	5,536	5,723	-.1	-.9	+1.7
Grocery stores	5,132	4,648	5,081	4,929	5,479	5,113	5,410	5,308	4,963	5,334	5,293	5,253	5,399	+.8	-.8	+2.4
Gasoline service stations	2,211	1,913	1,894	1,845	1,986	2,066	2,003	1,949	1,835	1,870	1,832	2,402	2,446	-23.7	-2.0	-19.0
Apparel & accessory stores	1,018	897	1,294	1,216	1,316	1,174	1,154	1,360	1,234	1,369	1,519	1,516	2,108	+.2	+11.0	+5.6
Eating & drinking places	2,220	2,254	2,608	2,716	2,804	2,774	2,862	3,006	2,839	2,990	2,771	2,443	2,270	+13.4	-7.3	+12.3
Drug & proprietary stores	992	931	993	949	1,042	1,010	1,024	1,033	983	1,030	1,012	967	1,306	+4.7	-1.7	+4.9
GAF, total[1]	5,179	4,838	6,350	6,305	6,927	6,482	6,404	7,130	6,506	7,146	8,244	7,994	11,642	+3.1	+15.4	+6.0
South																
Retail trade, total	**35,370**	**33,284**	**38,538**	**38,749**	**41,775**	**39,475**	**40,014**	**40,971**	**40,835**	**40,430**	**39,780**	**38,711**	**46,050**	**+2.8**	**-1.6**	**+4.1**
Durable goods, total	13,649	12,834	14,645	15,595	16,831	16,076	16,262	16,325	18,207	16,093	14,832	13,911	15,815	+6.6	-7.8	+5.5
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,041	2,999	2,910	2,893	2,672	2,717	2,757	2,410	2,258	2,271	+6.7	-12.6	+13.5
Automotive dealers	8,405	7,901	8,690	9,326	10,283	9,661	9,785	9,880	11,796	9,503	8,272	7,957	8,051	+4.0	-13.0	+1.9
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	2,037	2,093	2,190	2,258	2,232	2,232	2,327	2,101	2,651	+10.8	+4.3	+11.6
Nondurable goods, total	21,721	20,450	23,893	23,154	24,944	23,399	23,752	24,646	22,628	24,337	24,948	24,800	30,235	+.6	+2.5	+3.1
General mdse. group stores	3,192	3,300	4,485	4,332	4,786	4,306	4,159	4,710	4,114	4,647	5,721	5,477	8,512	+4.5	+23.1	+4.5
Department stores	2,604	2,676	3,655	3,537	3,930	3,586	3,504	3,968	3,458	3,889	4,769	4,404	6,794	+8.3	+22.6	+7.1
Food stores	8,138	7,476	8,353	8,017	8,710	8,233	8,652	8,563	7,991	8,447	8,231	8,322	8,626	-1.1	-2.6	+2.9
Grocery stores	7,859	7,208	8,050	7,735	8,419	7,945	8,357	8,260	7,702	8,145	7,924	8,015	8,270	-1.1	-2.7	+3.1
Gasoline service stations	2,624	2,293	2,317	2,302	2,445	2,351	2,351	2,231	2,169	2,246	2,185	2,584	2,733	-15.4	-2.7	-11.8
Apparel & accessory stores	1,514	1,448	2,105	1,879	2,010	1,779	1,748	2,125	1,809	1,965	2,155	2,077	3,164	+3.8	+9.7	+7.0
Eating & drinking places	3,324	3,130	3,649	3,821	4,069	3,996	4,113	4,212	3,732	3,912	3,673	3,379	3,407	+8.7	-6.1	+8.5
Drug & proprietary stores	1,281	1,229	1,361	1,288	1,353	1,281	1,292	1,308	1,257	1,340	1,317	1,275	1,714	+3.3	-1.7	+8.6
GAF, total[1]	7,512	7,370	9,543	9,079	9,952	9,230	9,148	10,269	9,278	10,108	11,712	10,930	16,771	+7.2	+15.9	+7.2
West																
Retail trade, total	**22,520**	**21,298**	**23,942**	**23,852**	**25,788**	**25,184**	**25,413**	**26,366**	**25,857**	**25,231**	**24,741**	**24,670**	**29,441**	**+.3**	**-1.9**	**+3.7**
Durable goods, total	8,595	8,174	9,104	9,372	10,075	9,993	10,034	10,429	10,928	9,812	9,137	8,796	10,229	+3.9	-6.9	+6.4
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,546	1,598	1,689	1,674	1,652	1,715	1,712	1,476	1,189	1,209	+24.1	-13.8	+20.5
Automotive dealers	5,053	4,884	5,364	5,454	5,948	5,819	5,730	6,008	6,606	5,373	4,683	4,903	5,073	-4.5	-12.8	+3.0
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,246	1,338	1,307	1,362	1,442	1,413	1,483	1,575	1,342	1,733	+17.4	+6.2	+9.8
Nondurable goods, total	13,925	13,124	14,838	14,480	15,713	15,191	15,379	15,937	14,929	15,419	15,604	15,874	19,212	-1.7	+1.2	+2.1
General mdse. group stores	2,046	2,069	2,553	2,480	2,776	2,607	2,534	2,821	2,591	2,646	2,985	3,327	4,985	-10.3	+12.8	+1.1
Department stores	1,765	1,782	2,209	2,146	2,399	2,247	2,202	2,451	2,261	2,254	2,570	2,831	4,295	-9.2	+14.0	+1.3
Food stores	5,065	4,623	5,148	5,021	5,478	5,202	5,415	5,376	5,063	5,333	5,224	5,089	5,472	+2.7	-2.0	+5.1
Grocery stores	4,709	4,274	4,757	4,636	5,074	4,823	5,034	4,991	4,698	4,948	4,855	4,727	4,959	+2.7	-1.9	+4.5
Gasoline service stations	1,582	1,467	1,496	1,463	1,583	1,605	1,625	1,574	1,599	1,613	1,539	1,680	1,719	-8.4	-4.6	9.0
Apparel & accessory stores	999	975	1,224	1,176	1,286	1,271	1,278	1,435	1,303	1,287	1,438	1,438	2,050	.0	+11.7	+8.1
Eating & drinking paces	2,518	2,344	2,679	2,632	2,793	2,798	2,821	2,998	2,690	2,755	2,649	2,480	2,592	+6.8	-3.8	+4.7
Drug & proprietary stores	770	708	795	786	825	815	818	813	781	803	804	798	1,140	+.8	+.1	+1.0
GAF, total[1]	5,133	4,967	5,915	5,780	6,369	6,133	6,141	6,746	6,281	6,424	7,155	7,219	10,692	-.9	+11.4	+4.5

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986											1985		Percent change		
														Nov. 1986 from--		11 mos. 1986 from 11 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov[p]	Nov.	Dec.	Nov. 1985	Oct. 1986	
New England	**7,150**	**6,664**	**7,480**	**7,630**	**8,359**	**8,110**	**8,214**	**8,451**	**8,635**	**8,469**	**8,431**	**7,811**	**9,108**	**+7.9**	**-.4**	**+10.9**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,693	5,078	4,750	4,906	5,196	4,862	5,243	5,429	5,289	6,266	+2.6	+3.5	+5.4
Gen. mdse. group stores	513	539	702	717	839	749	707	841	775	840	1,018	971	1,471	+4.8	+21.2	+7.7
Department stores	407	411	555	571	673	599	563	676	628	674	816	782	1,179	+4.3	+21.1	+7.5
Food stores	1,534	1,360	1,494	1,470	1,630	1,519	1,671	1,712	1,597	1,699	1,675	1,536	1,562	+9.0	-1.4	+6.9
GAF, total[1]	1,238	1,261	1,590	1,598	1,834	1,680	1,600	1,882	1,788	1,873	2,176	2,059	3,070	+5.7	+16.2	+10.4
Middle Atlantic	**16,301**	**15,239**	**17,504**	**17,750**	**19,548**	**18,726**	**18,526**	**19,020**	**19,560**	**19,378**	**19,287**	**18,392**	**21,678**	**+4.9**	**-.5**	**+8.1**
Durable goods, total	5,706	5,513	6,370	7,020	7,651	7,494	7,222	7,319	8,439	7,446	6,886	6,258	6,950	+10.0	-7.5	+16.4
Automotive dealers	3,311	3,257	3,846	4,212	4,475	4,404	4,204	4,224	5,278	4,252	3,712	3,236	3,089	+14.7	-12.7	+16.2
Nondurable goods, total	10,595	9,726	11,134	10,730	11,897	11,232	11,304	11,701	11,121	11,932	12,401	12,134	14,728	+2.2	+3.9	+3.4
Gen. mdse. group stores	1,248	1,318	1,740	1,741	2,062	1,829	1,677	1,966	1,849	2,021	2,489	2,464	3,654	+1.0	+23.2	+3.7
Department stores	1,080	1,141	1,529	1,536	1,836	1,620	1,450	1,734	1,643	1,786	2,214	2,187	3,216	+1.2	+24.0	+4.9
Food stores	3,858	3,484	3,884	3,669	4,049	3,878	4,062	3,977	3,809	4,042	3,996	3,814	4,026	+4.8	-1.1	+7.6
Gasoline service stations	1,103	956	981	884	951	958	951	900	831	840	804	1,077	1,152	-25.3	-4.3	-18.7
Apparel & accessory strs.	869	792	1,116	1,083	1,295	1,095	1,020	1,252	1,242	1,301	1,466	1,309	1,856	+12.0	+12.7	+9.6
Eating & drinking places	1,498	1,393	1,594	1,642	1,807	1,807	1,890	1,952	1,745	1,893	1,719	1,646	1,676	+4.4	-9.2	+2.7
Drug & proprietary stores	588	553	644	643	672	680	695	686	656	703	690	581	747	+18.8	-1.8	+16.7
GAF, total[1]	3,681	3,610	4,458	4,408	5,129	4,681	4,429	5,013	4,909	5,200	5,993	5,744	8,373	+4.3	+15.3	+8.9
East North Central	**16,969**	**16,300**	**18,923**	**19,572**	**21,180**	**20,548**	**20,210**	**20,586**	**20,959**	**20,858**	**20,458**	**19,931**	**22,888**	**+2.6**	**-1.9**	**+4.0**
Durable goods, total	5,975	6,021	7,021	7,827	8,466	8,459	7,965	7,802	8,989	7,920	7,096	6,632	7,441	+7.0	-10.4	+8.0
Automotive dealers	3,879	4,047	4,664	5,177	5,502	5,559	5,069	4,860	6,220	4,926	4,090	3,808	3,883	+7.4	-17.0	+7.4
Furniture, home furn. strs.	843	764	912	913	945	960	1,005	1,006	971	1,069	1,117	1,068	1,326	+4.6	+4.5	+11.9
Nondurable goods, total	10,994	10,279	11,902	11,745	12,714	12,089	12,245	12,784	11,970	12,938	13,362	13,299	15,447	+.5	+3.3	+1.7
Gen. mdse. group stores	1,661	1,616	2,236	2,273	2,474	2,291	2,231	2,514	2,258	2,542	3,064	2,961	4,313	+3.5	+20.5	+4.4
Department stores	1,480	1,443	2,008	2,033	2,220	2,068	1,982	2,270	2,043	2,282	2,781	2,672	3,878	+4.1	+21.9	+5.7
Food stores	3,647	3,325	3,668	3,542	3,976	3,690	3,945	3,889	3,592	3,827	3,784	3,757	3,893	+.7	-1.1	+1.9
Gasoline service stations	1,547	1,347	1,333	1,271	1,368	1,453	1,434	1,407	1,312	1,327	1,304	1,615	1,671	-19.3	-1.7	-17.3
Apparel & accessory strs.	758	661	963	907	994	886	850	1,006	920	1,015	1,141	1,141	1,576	.0	+12.4	+5.4
Eating & drinking places	1,574	1,640	1,889	1,960	2,065	2,046	2,063	2,199	2,070	2,184	2,036	1,777	1,600	+14.6	-6.8	+12.8
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,545	4,981	4,682	4,609	5,110	4,668	5,174	5,981	5,789	8,405	+3.3	+15.6	+6.3
West North Central	**7,332**	**6,876**	**7,849**	**8,157**	**8,771**	**8,308**	**8,359**	**8,665**	**8,799**	**8,689**	**8,394**	**8,545**	**9,481**	**-1.8**	**-3.4**	**+1.0**
Durable goods, total	2,690	2,599	3,020	3,347	3,552	3,428	3,437	3,572	3,996	3,515	3,080	3,001	3,069	+2.6	-12.4	+4.0
Automotive dealers	1,703	1,728	1,960	2,207	2,302	2,157	2,153	2,258	2,714	2,220	1,845	1,779	1,630	+3.7	-16.9	+2.8
Nondurable goods, total	4,642	4,277	4,829	4,810	5,219	4,880	4,922	5,093	4,803	5,174	5,314	5,544	6,412	-4.1	+2.7	-.8
Gen. mdse. group stores	723	708	945	955	1,080	973	937	1,070	953	1,065	1,290	1,222	1,785	+5.6	+21.1	+4.4
Department stores	618	596	813	821	927	851	818	938	833	925	1,132	1,034	1,541	+9.5	+22.4	+7.0
Food stores	1,706	1,545	1,666	1,635	1,792	1,684	1,714	1,690	1,610	1,753	1,746	1,779	1,830	-1.9	-.4	+1.2
Gasoline service stations	664	566	561	574	618	613	569	542	523	543	528	787	775	-32.9	-2.8	-22.8
Apparel & accessory strs.	260	236	331	309	322	288	304	354	314	354	378	375	532	+.8	+6.8	+6.3
GAF, total[1]	1,510	1,403	1,793	1,760	1,946	1,800	1,795	2,020	1,838	1,972	2,263	2,205	3,237	+2.6	+14.8	+5.2
South Atlantic	**18,748**	**17,684**	**20,445**	**20,657**	**22,199**	**20,836**	**20,986**	**21,556**	**21,757**	**21,352**	**21,032**	**20,258**	**24,042**	**+3.8**	**-1.5**	**+6.3**
Durable goods, total	7,844	7,377	8,351	8,978	9,674	9,167	9,151	9,199	10,354	9,093	8,471	7,881	8,855	+7.5	-6.8	+8.7
Automotive dealers	4,825	4,576	4,967	5,423	5,966	5,537	5,517	5,605	6,755	5,435	4,825	4,582	4,507	+5.3	-11.2	+4.4
Furniture, home furn. strs.	1,015	958	1,081	1,036	1,126	1,164	1,213	1,237	1,203	1,211	1,274	1,183	1,461	+7.7	+5.2	+14.1
Nondurable goods, total	10,904	10,287	12,094	11,679	12,525	11,669	11,835	12,357	11,403	12,259	12,561	12,377	15,187	+1.5	+2.5	+4.6
Gen. mdse. group stores	1,564	1,642	2,214	2,170	2,374	2,124	2,023	2,323	2,061	2,314	2,894	2,749	4,327	+5.3	+25.1	+5.4
Department stores	1,250	1,303	1,775	1,739	1,912	1,749	1,675	1,918	1,704	1,899	2,355	2,170	3,393	+8.5	+24.0	+7.5
Food stores	4,024	3,635	4,113	3,937	4,294	4,048	4,296	4,261	3,961	4,178	4,058	4,116	4,250	-1.4	-2.9	+3.7
Gasoline service stations	1,431	1,263	1,269	1,257	1,294	1,216	1,242	1,233	1,188	1,229	1,184	1,356	1,445	-12.7	-3.7	-8.3
Apparel & accessory strs.	717	687	1,054	946	1,011	908	861	1,051	906	990	1,102	994	1,513	+10.9	+11.3	+13.2
GAF, total[1]	3,805	3,786	4,900	4,678	5,096	4,764	4,669	5,240	4,777	5,184	6,068	5,578	8,551	+8.8	+17.1	+10.1
East South Central	**5,536**	**5,162**	**6,076**	**6,174**	**6,774**	**6,525**	**6,811**	**6,959**	**6,702**	**6,874**	**6,798**	**6,338**	**7,364**	**+7.3**	**-1.1**	**+6.4**
Durable goods, total	1,917	1,853	2,200	2,352	2,634	2,549	2,686	2,735	2,870	2,612	2,342	2,100	2,288	+11.5	-10.3	+12.5
Nondurable goods, total	3,619	3,309	3,876	3,822	4,140	3,976	4,125	4,224	3,832	4,262	4,456	4,238	5,076	+5.1	+4.6	+3.0
Gen. mdse. group stores	544	556	796	785	852	772	746	835	720	836	1,042	1,006	1,506	+3.6	+24.6	+6.7
Department stores	422	424	613	606	661	605	598	676	583	681	841	772	1,134	+8.9	+23.5	+9.9
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,460	1,577	1,444	1,460	1,623	1,444	1,614	1,892	1,791	2,681	+5.6	+17.2	+8.9
West South Central	**11,086**	**10,458**	**12,017**	**11,918**	**12,802**	**12,114**	**12,217**	**12,456**	**12,376**	**12,204**	**11,950**	**12,115**	**14,644**	**-1.4**	**-2.1**	**-.7**
Durable goods, total	3,888	3,604	4,094	4,265	4,523	4,360	4,425	4,391	4,983	4,388	4,019	3,930	4,672	+2.3	-8.4	-3.7
Automotive dealers	2,308	2,086	2,249	2,364	2,518	2,423	2,501	2,455	3,035	2,372	1,998	2,143	2,283	-6.8	-15.8	-9.8
Nondurable goods, total	7,198	6,854	7,923	7,653	8,279	7,754	7,792	8,065	7,393	7,816	7,931	8,185	9,972	-3.1	+1.5	+1.0
Gen. mdse. group stores	1,084	1,102	1,475	1,377	1,560	1,410	1,390	1,552	1,333	1,497	1,785	1,722	2,679	+3.7	+19.2	+2.0
Department stores	932	949	1,267	1,192	1,357	1,232	1,231	1,374	1,171	1,309	1,573	1,462	2,267	+7.6	+20.2	+5.2
Food stores	2,783	2,664	2,899	2,756	2,955	2,759	2,834	2,811	2,671	2,770	2,687	2,871	2,981	-6.4	-3.0	+.6
Apparel & accessory strs.	601	566	748	656	702	614	625	772	652	700	752	776	1,194	-3.1	+7.4	+.1
GAF, total[1]	2,596	2,496	3,146	2,941	3,279	3,022	3,019	3,406	3,057	3,310	3,752	3,561	5,539	+5.4	+13.4	+2.3
Mountain	**5,719**	**5,353**	**5,908**	**5,818**	**6,301**	**6,034**	**6,130**	**6,448**	**6,385**	**6,266**	**6,063**	**6,284**	**7,383**	**-3.5**	**-3.2**	**+1.0**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,628	3,910	3,704	3,852	4,076	3,845	3,976	3,955	4,098	4,841	-3.5	-.5	-.2
Gen. mdse. group stores	492	499	635	600	679	628	610	696	625	685	790	842	1,249	-6.2	+15.3	+1.0
Department stores	403	401	523	502	571	520	510	578	525	558	654	648	998	+.9	+17.2	+5.4
Food stores	1,386	1,269	1,411	1,342	1,440	1,335	1,414	1,420	1,333	1,406	1,372	1,405	1,462	-2.3	-2.4	+.3
GAF, total[1]	1,208	1,164	1,439	1,343	1,460	1,362	1,381	1,602	1,457	1,537	1,719	1,693	2,617	+1.5	+11.8	+3.5
Pacific	**16,801**	**15,945**	**18,034**	**18,034**	**19,487**	**19,150**	**19,283**	**19,918**	**19,472**	**18,965**	**18,678**	**18,386**	**22,058**	**+1.6**	**-1.5**	**+4.6**
Durable goods, total	6,445	6,201	7,007	7,182	7,684	7,663	7,756	8,057	8,388	7,522	7,029	6,610	7,687	+6.3	-6.6	+7.4
Automotive dealers	3,819	3,727	4,217	4,242	4,572	4,500	4,478	4,729	5,115	4,162	3,645	3,707	3,910	-1.7	-12.4	+3.7
Furniture, home furn. strs.	972	872	962	962	1,037	1,013	1,051	1,097	1,074	1,133	1,206	1,044	1,329	+15.5	+6.4	+10.6
Nondurable goods, total	10,356	9,744	11,027	10,852	11,803	11,487	11,527	11,861	11,084	11,443	11,649	11,776	14,371	-1.1	+1.8	+2.9
Gen. mdse. group stores	1,554	1,570	1,918	1,880	2,097	1,979	1,924	2,125	1,966	1,961	2,195	2,485	3,736	-11.7	+11.9	+1.1
Depatment stores	1,362	1,381	1,686	1,644	1,828	1,727	1,692	1,873	1,736	1,696	1,916	2,183	3,297	-12.2	+13.0	+.2
Food stores	3,679	3,354	3,737	3,679	4,038	3,867	4,001	3,956	3,730	3,927	3,852	3,684	4,010	+4.6	-1.9	+7.0
Gasoline service stations	1,071	1,021	1,067	1,062	1,148	1,159	1,121	1,113	1,052	1,100	1,062	1,129	1,173	-5.9	-3.5	-7.3
Apparel & accessory strs.	784	768	940	917	1,027	1,041	1,027	1,118	1,038	1,027	1,163	1,159	1,594	+.3	+13.2	+7.6
Eating & drinking places	1,950	1,774	2,037	2,003	2,119	2,116	2,127	2,225	1,996	2,061	2,028	1,916	2,011	+5.8	-1.6	+3.5
Drug & proprietary stores	632	575	643	632	652	646	645	638	619	640	641	638	933	+.5	+.2	+4.0
GAF, total[1]	3,925	3,803	4,476	4,437	4,909	4,771	4,760	5,144	4,824	4,887	5,436	5,526	8,075	-1.6	+11.2	+4.8

[p] Preliminary estimates.

S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986											1985		Percent change		
														Nov. 1986 from--		11 mos. 1986 from 11 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.[p]	Nov.	Dec.	Nov. 1985	Oct. 1986	
California, total	**13,260**	**12,539**	**14,131**	**14,082**	**15,118**	**14,828**	**14,878**	**15,322**	**15,129**	**14,692**	**14,487**	**14,445**	**17,359**	**+.3**	**-1.4**	**+4.4**
Durable goods, total	5,288	5,042	5,708	5,823	6,193	6,199	6,248	6,457	6,762	6,058	5,713	5,345	6,350	+6.9	-5.7	+8.5
Nondurable goods, total	7,972	7,497	8,423	8,259	8,925	8,629	8,630	8,865	8,367	8,634	8,774	9,100	11,009	-3.6	+1.6	+1.7
Department stores	1,070	1,092	1,316	1,288	1,438	1,365	1,310	1,445	1,368	1,319	1,486	1,742	2,626	-14.7	+12.7	-.5
GAF, total[1]	2,973	2,917	3,422	3,369	3,741	3,631	3,575	3,859	3,666	3,696	4,068	4,239	6,244	-4.0	+10.1	+3.9
Florida, total	**6,118**	**5,886**	**6,518**	**6,317**	**6,647**	**6,273**	**6,290**	**6,429**	**6,553**	**6,501**	**6,524**	**6,148**	**7,359**	**+6.1**	**+.4**	**+9.6**
Durable goods, total	2,825	2,696	2,810	2,848	3,053	2,920	2,902	2,917	3,334	2,995	2,890	2,652	3,036	+9.0	-3.5	+14.4
Nondurable goods, total	3,293	3,190	3,708	3,469	3,594	3,353	3,388	3,512	3,219	3,506	3,634	3,496	4,323	+3.9	+3.7	+5.9
Department stores	449	474	606	563	601	553	543	611	526	597	732	665	1,068	+10.1	+22.6	+6.7
GAF, total[1]	1,441	1,413	1,730	1,584	1,620	1,559	1,552	1,693	1,538	1,727	1,974	1,751	2,705	+12.7	+14.3	+12.7
Illinois, total	**4,561**	**4,355**	**5,132**	**5,288**	**5,720**	**5,524**	**5,528**	**5,576**	**5,584**	**5,765**	**5,750**	**5,425**	**6,315**	**+6.0**	**-.3**	**+3.9**
Nondurable goods, total	2,965	2,776	3,289	3,238	3,508	3,291	3,359	3,490	3,313	3,551	3,659	3,720	4,363	-1.6	+3.0	+1.0
Department stores	387	376	521	527	580	546	512	581	524	582	701	687	1,027	+2.0	+20.4	+4.0
GAF, total[1]	1,038	985	1,299	1,291	1,445	1,329	1,292	1,437	1,308	1,462	1,711	1,600	2,334	+6.9	+17.0	+6.8
Indiana, total	**2,256**	**2,239**	**2,447**	**2,515**	**2,734**	**2,652**	**2,594**	**2,793**	**2,852**	**2,858**	**2,772**	**2,567**	**2,884**	**+8.0**	**-3.0**	**+3.4**
Nondurable goods, total	1,538	1,441	1,661	1,624	1,779	1,670	1,687	1,800	1,679	1,852	1,871	1,777	2,066	+5.3	+1.0	+1.9
Department stores	174	171	247	243	269	249	241	280	242	277	342	328	489	+4.3	+23.5	+7.1
GAF, total[1]	419	386	540	521	555	534	521	601	542	611	709	670	997	+5.8	+16.0	+7.6
Louisiana, total	**1,616**	**1,527**	**1,700**	**1,674**	**1,851**	**1,738**	**1,735**	**1,774**	**1,732**	**1,692**	**1,625**	**1,860**	**2,134**	**-12.6**	**-4.0**	**-2.4**
Nondurable goods, total	1,116	1,045	1,181	1,098	1,225	1,141	1,148	1,183	1,091	1,134	1,161	1,291	1,522	-10.1	+2.4	-2.0
Department stores	133	136	189	166	195	183	178	197	168	205	243	219	328	+11.0	+18.5	+6.0
GAF, total[1]	354	344	464	429	476	428	423	458	388	439	493	549	806	-10.2	+12.3	-.6
Maryland, total	**2,077**	**1,979**	**2,414**	**2,419**	**2,671**	**2,505**	**2,550**	**2,675**	**2,712**	**2,597**	**2,566**	**2,367**	**2,812**	**+8.4**	**-1.2**	**+9.8**
Nondurable goods, total	1,228	1,142	1,373	1,340	1,469	1,343	1,346	1,442	1,358	1,446	1,497	1,468	1,758	+2.0	+3.5	+1.8
Department stores	149	156	211	215	252	222	203	238	227	243	308	289	440	+6.6	+26.7	+6.3
GAF, total[1]	436	442	619	593	688	624	606	686	623	651	762	682	1,065	+11.7	+17.1	+16.5
Massachusetts, total	**3,336**	**3,105**	**3,594**	**3,666**	**4,013**	**3,894**	**3,828**	**3,939**	**4,129**	**3,928**	**3,971**	**3,702**	**4,249**	**+7.3**	**+1.1**	**+9.6**
Nondurable goods, total	2,082	1,901	2,140	2,118	2,310	2,131	2,192	2,300	2,162	2,328	2,369	2,395	2,734	-1.1	+1.8	+4.6
Department stores	193	198	264	268	317	281	261	312	297	317	381	368	552	+3.5	+20.2	+6.9
GAF, total[1]	590	598	773	759	870	797	731	865	833	879	1,012	988	1,450	+2.4	+15.1	+9.6
Michigan, total	**3,912**	**3,788**	**4,384**	**4,514**	**5,039**	**4,802**	**4,655**	**4,730**	**4,852**	**4,722**	**4,561**	**4,556**	**5,317**	**+.1**	**-3.4**	**+7.2**
Durable goods, total	1,346	1,399	1,632	1,818	2,099	1,950	1,807	1,786	2,104	1,794	1,590	1,603	1,822	-.8	-11.4	+8.4
Nondurable goods, total	2,566	2,389	2,752	2,696	2,940	2,852	2,848	2,944	2,748	2,928	2,971	2,953	3,495	+.6	+1.5	+6.5
Department stores	403	381	504	513	571	539	514	570	535	587	689	652	889	+5.7	+17.4	+7.8
GAF, total[1]	971	896	1,163	1,164	1,312	1,223	1,208	1,309	1,201	1,314	1,470	1,477	2,045	-.5	+11.9	+7.7
Minnesota, total	**2,002**	**1,905**	**2,110**	**2,248**	**2,405**	**2,324**	**2,297**	**2,345**	**2,546**	**2,510**	**2,340**	**2,328**	**2,518**	**+.5**	**-6.8**	**+1.9**
Nondurable goods, total	1,177	1,122	1,239	1,256	1,408	1,334	1,327	1,387	1,318	1,396	1,402	1,421	1,626	-1.3	+.4	+1.9
Department stores	161	157	211	210	234	220	205	239	219	244	287	266	391	+7.9	+17.6	+4.6
GAF, total[1]	385	354	451	460	490	469	463	522	497	530	600	556	795	+7.9	+13.2	+11.0
Missouri, total	**2,287**	**2,204**	**2,590**	**2,578**	**2,784**	**2,561**	**2,602**	**2,808**	**2,692**	**2,615**	**2,591**	**2,649**	**2,933**	**-2.2**	**-.9**	**+2.0**
Nondurable goods, total	1,488	1,360	1,575	1,534	1,640	1,518	1,545	1,613	1,494	1,643	1,706	1,728	2,020	-1.3	+3.8	+1.7
Department stores	203	199	268	274	305	279	267	301	269	305	379	348	512	+8.9	+24.3	+7.4
GAF, total[1]	454	431	569	551	605	560	546	617	566	600	709	687	1,021	+3.2	+18.2	+4.8
New Jersey, total	**3,868**	**3,499**	**4,052**	**4,202**	**4,672**	**4,438**	**4,406**	**4,450**	**4,538**	**4,534**	**4,552**	**4,238**	**5,128**	**+7.4**	**+.4**	**+9.5**
Nondurable goods, total	2,393	2,118	2,486	2,411	2,662	2,552	2,600	2,667	2,546	2,741	2,850	2,729	3,347	+4.4	+4.0	+2.2
Department stores	227	258	334	340	415	363	318	391	373	399	486	476	737	+2.1	+21.8	+8.1
GAF, total[1]	900	884	1,083	1,064	1,236	1,114	1,052	1,196	1,180	1,243	1,444	1,387	2,034	+4.1	+16.2	+8.7
New York, total	**7,611**	**7,066**	**8,008**	**8,138**	**8,885**	**8,515**	**8,434**	**8,678**	**9,042**	**8,959**	**8,802**	**8,425**	**9,931**	**+4.5**	**-1.8**	**+7.9**
Durable goods, total	2,629	2,491	2,854	3,148	3,337	3,284	3,168	3,248	3,867	3,409	3,080	2,861	3,165	+7.7	-9.7	+14.9
Nondurable goods, total	4,982	4,575	5,154	4,990	5,548	5,231	5,266	5,430	5,175	5,550	5,722	5,564	6,766	+2.8	+3.1	+4.0
Department stores	482	503	658	659	807	714	626	752	725	776	942	926	1,374	+1.7	+21.4	+4.5
GAF, total[1]	1,805	1,735	2,102	2,110	2,496	2,278	2,131	2,409	2,410	2,495	2,802	2,676	3,951	+4.7	+12.3	+11.0
North Carolina, total	**2,635**	**2,409**	**2,724**	**2,858**	**3,209**	**3,087**	**3,092**	**3,274**	**3,220**	**3,033**	**2,960**	**2,895**	**3,483**	**+2.2**	**-2.4**	**+5.2**
Nondurable goods, total	1,544	1,456	1,669	1,611	1,846	1,706	1,706	1,821	1,622	1,710	1,775	1,830	2,262	-3.0	+3.8	+5.6
Department stores	134	131	190	195	214	198	198	216	192	211	257	239	385	+7.5	+21.8	+8.0
GAF, total[1]	497	477	627	623	712	652	647	716	647	693	825	777	1,211	+6.2	+19.0	+5.9
Ohio, total	**4,506**	**4,284**	**5,029**	**5,243**	**5,484**	**5,367**	**5,327**	**5,326**	**5,453**	**5,285**	**5,142**	**5,164**	**5,879**	**-.4**	**-2.7**	**+3.0**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,917	3,078	2,910	2,994	3,117	2,860	3,124	3,306	3,283	3,843	+.7	+5.8	-1.9
Department stores	366	367	530	541	575	528	510	594	531	606	758	713	1,063	+6.3	+25.1	+4.8
GAF, total[1]	861	820	1,105	1,105	1,173	1,121	1,118	1,222	1,128	1,247	1,456	1,422	2,144	+2.4	+16.8	+5.0
Pennsylvania, total	**4,822**	**4,674**	**5,444**	**5,410**	**5,991**	**5,773**	**5,686**	**5,892**	**5,980**	**5,885**	**5,933**	**5,729**	**6,619**	**+3.6**	**+.8**	**+7.3**
Durable goods, total	1,602	1,641	1,950	2,081	2,304	2,324	2,248	2,288	2,580	2,244	2,104	1,888	2,004	+11.4	-6.2	+14.2
Nondurable goods, total	3,220	3,033	3,494	3,329	3,687	3,449	3,438	3,604	3,400	3,641	3,829	3,841	4,615	-.3	+5.2	+3.5
Department stores	371	380	537	537	614	543	506	591	545	611	786	785	1,105	+.1	+28.6	+3.4
GAF, total[1]	976	991	1,273	1,234	1,397	1,289	1,246	1,408	1,319	1,462	1,747	1,681	2,388	+3.9	+19.5	+5.5
Tennessee, total	**2,030**	**1,894**	**2,330**	**2,388**	**2,553**	**2,417**	**2,508**	**2,471**	**2,427**	**2,485**	**2,434**	**2,297**	**2,800**	**+6.0**	**-2.1**	**+9.1**
Nondurable goods, total	1,273	1,159	1,402	1,406	1,465	1,405	1,433	1,459	1,355	1,477	1,533	1,524	1,861	+.6	+3.8	+2.5
Department stores	153	153	222	217	237	217	214	241	211	247	307	284	420	+8.1	+24.3	+8.7
GAF, total[1]	430	411	573	554	600	533	546	600	538	617	714	709	1,075	+.7	+15.7	+8.8
Texas, total	**7,400**	**7,038**	**8,135**	**8,109**	**8,619**	**8,195**	**8,298**	**8,419**	**8,431**	**8,338**	**8,163**	**8,081**	**9,882**	**+1.0**	**-2.1**	**-.4**
Durable goods, total	2,644	2,468	2,836	2,973	3,144	3,034	3,129	3,081	3,524	3,135	2,902	2,698	3,236	+7.6	-7.4	-3.0
Nondurable goods, total	4,756	4,570	5,299	5,136	5,475	5,161	5,169	5,338	4,907	5,203	5,261	5,383	6,646	-2.3	+1.1	+1.2
Department stores	611	629	825	775	879	791	801	897	767	834	998	950	1,498	+5.1	+19.7	+4.1
GAF, total[1]	1,768	1,712	2,099	1,980	2,200	2,032	2,039	2,326	2,121	2,270	2,556	2,356	3,723	+8.5	+12.6	+2.6
Virginia, total	**2,550**	**2,354**	**2,882**	**2,927**	**3,082**	**2,911**	**2,901**	**2,989**	**3,065**	**3,045**	**2,976**	**2,810**	**3,310**	**+5.9**	**-2.3**	**+4.6**
Nondurable goods, total	1,625	1,545	1,867	1,813	1,955	1,841	1,845	1,881	1,789	1,893	1,923	1,839	2,280	+4.6	+1.6	+3.4
Department stores	157	161	227	224	255	230	220	251	236	252	326	304	460	+7.2	+29.4	+8.1
GAF, total[1]	478	464	615	618	679	612	605	689	660	704	860	788	1,119	+9.1	+22.2	+9.1
Wisconsin, total	**1,734**	**1,634**	**1,931**	**2,012**	**2,203**	**2,203**	**2,106**	**2,161**	**2,218**	**2,228**	**2,233**	**2,219**	**2,493**	**+.6**	**+.2**	**+1.2**
Durable goods, total	570	497	655	742	794	837	749	728	848	745	678	653	813	+3.8	-9.0	-.4
Nondurable goods, total	1,164	1,137	1,276	1,270	1,409	1,366	1,357	1,433	1,370	1,483	1,555	1,566	1,680	-.7	+4.9	+2.1
Department stores	150	148	206	209	225	206	205	245	211	230	291	292	410	-.3	+26.5	+5.4
GAF, total[1]	380	348	450	464	496	475	470	541	489	540	635	620	885	+2.4	+17.6	+3.2

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986											1985		Percent change		
														Nov.1986 from--		11 mos. 1986 from 11 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.p	Nov.	Dec.	Nov. 1985	Oct. 1986	
Standard Consolidated Areas																
Chicago, Ill.-Northwestern Ind., total	3,392	3,295	3,777	3,853	4,115	3,940	4,060	4,094	4,121	4,313	4,284	4,003	4,608	+7.0	-.7	+6.4
Nondurable goods, total	2,176	2,073	2,395	2,331	2,486	2,322	2,403	2,514	2,420	2,621	2,688	2,718	3,177	-1.1	+2.6	+3.1
Department stores	267	262	362	361	400	377	356	406	369	405	482	479	732	+.6	+19.0	+1.6
GAF, total[2]	756	721	944	925	1,027	962	923	1,040	967	1,079	1,247	1,183	1,730	+5.4	+15.6	+6.8
New York, N.Y.-Northeastern N.J.- Southwestern Ct., total	7,755	7,272	8,285	8,295	9,143	8,729	8,477	8,680	9,048	8,977	8,919	8,517	10,244	+4.7	-.6	+8.9
Nondurable goods, total	5,107	4,697	5,321	5,086	5,585	5,339	5,233	5,380	5,268	5,569	5,786	5,617	6,908	+3.0	+3.9	+4.6
Department stores	472	524	661	656	816	713	593	729	730	777	939	918	1,409	+2.3	+20.8	+5.4
GAF, total[2]	1,919	1,910	2,297	2,311	2,671	2,456	2,265	2,537	2,601	2,711	3,050	2,859	4,177	+6.7	+12.5	+10.0
Standard Metropolitan Statistical Areas																
Anaheim-Santa Ana-Gar. Grove, Ca., total	1,352	1,325	1,461	1,435	1,594	1,537	1,532	1,611	1,568	1,488	1,462	1,507	1,816	-3.0	-1.7	+2.8
Nondurable goods, total	771	742	831	815	890	857	854	887	826	861	870	911	1,119	-4.5	+1.0	+2.9
Department stores	108	111	129	130	143	138	130	139	136	136	153	179	276	-14.5	+12.5	-1.4
GAF, Total[2]	319	318	370	357	393	394	380	402	380	377	420	462	692	-9.1	+11.4	-.6
Atlanta, Ga., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	111	120	167	163	173	166	152	183	163	180	219	207	319	+5.8	+21.7	+6.7
GAF, total[2]	247	266	354	341	393	363	331	381	345	368	428	438	650	-2.3	+16.3	+5.3
Baltimore, Md., total	968	913	1,081	1,099	1,239	1,133	1,155	1,222	1,213	1,234	1,229	1,155	1,315	+6.4	-.4	+7.3
Nondurable goods, total	652	609	686	687	754	689	691	745	687	742	779	791	913	-1.5	+5.0	+1.3
Department stores	67	70	97	97	115	104	88	107	102	112	145	136	207	+6.6	+29.5	+6.1
GAF, total[2]	200	197	258	257	286	265	249	285	278	296	348	323	502	+7.7	+17.6	+7.8
Boston, Mass[3]., total	2,188	2,004	2,282	2,392	2,563	2,451	2,404	2,469	2,632	2,500	2,421	2,416	2,767	+.2	-3.2	+6.3
Nondurable goods, total	1,351	1,217	1,351	1,370	1,468	1,335	1,354	1,440	1,367	1,500	1,513	1,536	1,748	-1.5	+.9	+3.3
Department stores	121	127	166	167	199	174	158	194	189	200	237	229	349	+3.5	+18.5	+7.0
GAF, total[2]	399	386	502	510	573	530	486	572	571	592	677	674	980	+.4	+14.4	+5.6
Chicago, Ill., total	3,123	3,052	3,500	3,557	3,830	3,669	3,777	3,805	3,847	4,028	4,002	3,715	4,295	+7.7	-.6	+7.4
Nondurable goods, total	1,968	1,884	2,188	2,120	2,268	2,119	2,196	2,298	2,218	2,402	2,471	2,491	2,926	-.8	+2.9	+3.4
Department stores	249	244	336	333	370	349	329	375	343	376	447	443	678	+.9	+18.9	+1.4
GAF, total[2]	719	690	898	879	982	917	881	990	924	1,031	1,192	1,121	1,636	+6.3	+15.6	+7.6
Cleveland, Ohio, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	495	453	521	534	564	514	528	537	503	555	586	581	710	+.9	+5.6	-1.1
Department stores	68	68	95	104	108	99	95	110	103	109	131	131	200	.0	+20.2	+1.4
GAF, total[2]	171	164	215	225	239	221	213	242	226	239	282	290	438	-2.8	+18.0	+2.2
Dallas-Fort Worth, Tex., total	1,824	1,756	2,042	2,081	2,262	2,177	2,256	2,324	2,489	2,439	2,386	2,187	2,506	+8.2	-3.0	+2.2
Nondurable goods, total	1,148	1,087	1,281	1,279	1,378	1,318	1,297	1,386	1,433	1,462	1,435	1,443	1,649	-.6	-1.8	+1.4
Department stores	168	169	224	212	242	216	210	238	208	235	280	275	430	+1.8	+19.1	+3.9
GAF, total[2]	450	453	578	553	629	575	566	673	683	714	782	665	988	+17.6	+9.5	+8.2
Detroit, Mich., total	1,943	1,932	2,202	2,256	2,505	2,392	2,272	2,307	2,403	2,352	2,283	2,224	2,682	+2.7	-2.9	+9.1
Nondurable goods, total	1,248	1,248	1,430	1,358	1,475	1,422	1,412	1,477	1,384	1,471	1,494	1,438	1,736	+3.9	+1.6	+9.4
Department stores	178	173	232	237	262	248	228	258	241	275	320	306	432	+4.6	+16.4	+8.5
GAF, total[2]	495	462	601	594	673	638	601	664	619	681	747	761	1,084	-1.8	+9.7	+9.2
Houston, Tex., total	1,495	1,416	1,607	1,539	1,665	1,598	1,585	1,674	1,549	1,529	1,524	1,651	2,051	-7.7	-.3	-2.4
Nondurable goods, total	958	919	1,052	997	1,100	1,001	1,003	1,100	937	1,012	1,038	1,076	1,374	-3.5	+2.6	+1.4
Department stores	134	142	180	168	191	171	174	194	166	180	212	206	344	+2.9	+17.8	-.1
GAF, total[2]	368	369	451	420	474	429	435	497	411	457	520	526	835	-1.1	+13.8	-.8
Kansas City, Mo.-Kans., total	630	604	711	711	794	710	707	783	728	692	706	757	857	-6.7	+2.0	-5.7
Nondurable goods, total	340	321	372	348	391	350	339	372	344	364	394	429	528	-8.2	+8.2	-9.4
Department stores	65	63	83	87	100	89	86	95	83	95	124	112	169	+10.7	+30.5	+4.6
GAF, total[2]	166	156	199	195	224	204	199	225	197	213	264	255	395	+3.5	+23.9	+3.6
Los Angeles-Long Beach, Calif., total	3,810	3,634	4,045	4,120	4,346	4,326	4,296	4,356	4,322	4,278	4,272	4,201	5,066	+1.7	-.1	+4.5
Nondurable goods, total	2,444	2,293	2,580	2,525	2,701	2,671	2,637	2,654	2,571	2,617	2,629	2,764	3,340	-4.9	+.5	+1.1
Department stores	337	340	384	389	428	413	386	412	405	388	428	540	809	-20.7	+10.3	-5.6
GAF, total[2]	985	972	1,120	1,117	1,231	1,217	1,185	1,222	1,203	1,231	1,332	1,402	2,023	-5.0	+8.2	+2.6
Miami, Fla., total	1,113	1,047	1,123	1,091	1,213	1,175	1,151	1,200	1,198	1,189	1,201	1,177	1,374	+2.0	+1.0	+10.9
Nondurable goods, total	550	537	610	570	615	584	586	612	570	605	624	609	730	+2.5	+3.1	+6.2
Department stores	72	77	95	89	102	95	90	105	89	96	118	107	173	+10.3	+22.9	+.3
GAF, total[2]	270	267	317	307	333	319	321	344	308	344	390	347	516	+12.4	+13.4	+9.3
Milwaukee, Wis., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	56	56	79	79	83	76	78	94	80	87	107	112	154	-4.5	+23.0	+4.4
GAF, total[2]	144	132	180	179	187	179	179	199	186	200	235	230	322	+2.2	+17.5	+7.3
Minneapolis-St. Paul, Minn.-Wis., total	1,294	1,225	1,346	1,501	1,547	1,473	1,458	1,527	1,686	1,690	1,557	1,502	1,618	+3.7	-7.9	+4.1
Nondurable goods,total	745	721	817	812	896	839	801	868	840	880	857	940	1,068	-8.8	-2.6	-2.4
Department stores	124	122	162	161	178	167	154	179	165	187	215	203	290	+5.9	+15.0	+2.8
GAF, total[2]	259	247	314	313	338	321	311	365	334	362	410	378	542	+8.5	+13.3	+8.3
Nassau-Suffolk, N.Y., total	1,684	1,535	1,628	1,625	1,819	1,745	1,693	1,766	1,789	1,748	1,737	1,774	2,148	-2.1	-.6	+6.9
Nondurable goods, total	1,029	916	964	903	1,026	975	959	1,002	954	994	1,053	1,043	1,328	+1.0	+5.9	+5.8
Department stores	94	105	132	131	167	150	123	148	146	150	189	191	294	-1.0	+26.0	+4.2
GAF, total[2]	362	357	413	417	497	471	421	452	444	468	538	532	852	+1.1	+15.0	+8.3
New York, N.Y.-N.J., total	3,673	3,467	4,105	4,028	4,331	4,129	4,001	4,070	4,295	4,374	4,408	3,993	4,872	+10.4	+.8	+8.1
Nondurable goods, total	2,548	2,386	2,747	2,634	2,840	2,699	2,620	2,696	2,680	2,842	2,943	2,827	3,446	+4.1	+3.6	+4.2
Department stores	*239*	*257*	*320*	*310*	387	334	269	335	346	375	441	429	653	+2.8	+17.6	+3.9
GAF, total[2]	1,005	994	1,206	1,207	1,368	1,262	1,153	1,313	1,371	1,438	1,592	1,443	2,068	+10.3	+10.7	+8.4

See footnotes at end of table.

Table 9. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986											1985		Percent change		
														Nov. 1986 from—		11 mos. 1986 from 11 mos. 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.[p]	Nov.	Dec.	Nov. 1985	Oct. 1986	
Standard Metropolitan Statistical Areas—Con.																
Newark, N.J., total	**860**	**789**	**918**	**996**	**1,101**	**1,046**	**1,027**	**1,007**	**1,020**	**1,029**	**1,037**	**949**	**1,155**	+9.3	+.8	+12.5
Nondurable goods, total	617	562	668	625	697	685	690	696	687	726	734	675	839	+8.7	+1.1	+8.0
Department stores	46	53	68	70	84	73	63	78	76	83	98	94	148	+4.3	+18.1	+8.3
GAF, total[2]	199	201	245	239	281	249	246	274	292	309	333	296	416	+12.5	+7.8	+11.9
Philadelphia, Pa.-N.J., total	**2,232**	**2,101**	**2,372**	**2,342**	**2,651**	**2,531**	**2,404**	**2,472**	**2,617**	**2,571**	**2,553**	**2,559**	**3,183**	-.2	-.7	+11.7
Nondurable goods, total	1,388	1,295	1,505	1,405	1,568	1,455	1,418	1,497	1,487	1,567	1,639	1,656	2,046	-1.0	+4.6	+5.2
Department stores	153	162	220	220	263	229	200	237	234	255	313	311	485	+.6	+22.7	+4.8
GAF, total[2]	505	509	636	610	696	645	592	664	661	714	819	790	1,253	+3.7	+14.7	+8.7
Pittsburgh, Pa., total	**848**	**834**	**946**	**969**	**1,054**	**1,061**	**1,136**	**1,149**	**1,128**	**1,110**	**1,153**	**999**	**1,186**	+15.4	+3.9	+8.3
Nondurable goods, total	562	545	612	610	687	619	637	684	609	655	700	691	834	+1.3	+6.9	+4.0
Department stores	85	86	124	124	137	117	109	132	115	124	166	188	256	-11.7	+33.9	-3.4
GAF, total[2]	200	208	265	260	281	254	250	293	261	283	364	363	504	+.3	+28.6	+2.8
St. Louis, Mo.-Ill., total	**1,119**	**1,083**	**1,324**	**1,293**	**1,372**	**1,299**	**1,301**	**1,393**	**1,307**	**1,289**	**1,272**	**1,310**	**1,509**	-2.9	-1.3	+4.7
Nondurable goods, total	769	713	857	823	881	824	826	868	818	891	928	922	1,104	+.7	+4.2	+7.4
Department stores	113	114	151	153	167	155	143	163	149	168	209	200	299	+4.5	+24.4	+4.0
GAF, total[2]	241	235	319	307	331	304	287	323	302	334	392	376	562	+4.3	+17.4	+.8
San Diego, Calif., total	**1,014**	**988**	**1,016**	**1,051**	**1,143**	**1,091**	**1,164**	**1,252**	**1,192**	**1,199**	**1,156**	**1,113**	**1,364**	+3.9	-3.6	+8.6
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	98	101	118	115	126	120	118	127	123	115	129	148	225	-12.8	+12.2	+1.7
GAF, total[2]	264	259	298	292	320	303	316	346	328	328	363	356	530	+2.0	+10.7	+6.9
San Francisco-Oakland, Calif., total	**2,001**	**1,863**	**2,057**	**2,077**	**2,247**	**2,154**	**2,193**	**2,285**	**2,183**	**2,219**	**2,269**	**2,345**	**2,754**	-3.2	+2.3	-.5
Nondurable goods, total	1,311	1,234	1,328	1,324	1,460	1,364	1,366	1,422	1,298	1,421	1,497	1,554	1,841	-3.7	+5.3	-1.1
Department stores	155	158	185	188	212	197	195	221	199	204	231	251	380	-8.0	+13.2	+1.9
GAF, total[2]	450	442	523	513	570	543	544	600	567	593	660	667	984	-1.0	+11.3	+4.3
Washington, D.C.-Md.-Va., total	**1,901**	**1,804**	**2,171**	**2,213**	**2,408**	**2,255**	**2,267**	**2,378**	**2,442**	**2,325**	**2,299**	**2,009**	**2,437**	+14.4	-1.1	+9.5
Nondurable goods, total	990	947	1,169	1,156	1,253	1,134	1,127	1,174	1,133	1,223	1,253	1,128	1,411	+11.1	+2.5	+5.1
Department stores	130	136	178	182	211	182	171	196	194	204	249	232	360	+7.3	+22.1	+7.3
GAF, total[2]	401	404	571	562	645	574	556	622	555	583	667	597	920	+11.7	+14.4	+18.2
CITIES																
Chicago, Ill., total	**919**	**906**	**1,030**	**1,043**	**1,118**	**1,038**	**1,071**	**1,043**	**1,011**	**1,101**	**1,088**	**1,106**	**1,213**	-1.6	-1.2	+1.1
Nondurable goods, total	687	673	778	770	795	740	754	797	768	855	859	915	995	-6.1	+.5	-1.8
Department stores	68	67	93	91	99	92	88	101	94	105	122	124	179	-1.6	+16.2	.0
GAF, total[2]	201	198	256	242	271	253	241	271	261	294	326	303	418	+7.6	+10.9	+7.8
Los Angeles, Calif., total	**1,210**	**1,149**	**1,288**	**1,326**	**1,391**	**1,366**	**1,365**	**1,391**	**1,397**	**1,421**	**1,423**	**1,417**	**1,645**	+.4	+.1	+2.0
Nondurable goods, total	771	749	849	831	893	890	874	885	867	897	899	966	1,121	-6.9	+.2	-.9
Department stores	107	107	125	124	133	129	118	127	127	126	140	169	243	-17.2	+11.1	-6.5
GAF, total[2]	347	331	382	383	412	419	382	398	385	415	446	498	673	-10.4	+7.5	-4.2
New York, N.Y., total	**2,578**	**2,442**	**2,856**	**2,800**	**2,962**	**2,815**	**2,741**	**2,776**	**2,907**	**3,015**	**3,009**	**2,719**	**3,364**	+10.7	-.2	+13.6
Nondurable goods, total	1,886	1,776	2,036	1,957	2,083	1,995	1,925	1,953	1,942	2,055	2,096	2,029	2,459	+3.3	+2.0	+8.9
Department stores	154	166	205	197	245	210	168	209	223	241	280	271	405	+3.3	+16.2	+3.5
GAF, total[2]	727	717	871	878	991	926	835	949	1,014	1,051	1,146	1,006	1,422	+13.9	+9.0	+13.4
Philadelphia, Pa., total	**547**	**519**	**609**	**594**	**633**	**615**	**603**	**613**	**626**	**659**	**670**	**616**	**743**	+8.8	+1.7	+17.1
Nondurable goods, total	477	438	512	489	520	492	491	493	504	542	559	511	601	+9.4	+3.1	+16.4
Department stores	31	29	41	39	46	39	36	37	40	45	60	56	84	+7.1	+33.3	+.5
GAF, total[2]	122	120	154	143	163	147	136	146	153	171	186	179	270	+3.9	+8.8	-1.9

[p] Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 10. **Department Stores Sales in Selected Areas**

NOTICE:

The series of monthly department store sales in selected areas, formerly shown in this space, has been discontinued due to lack of funds. The National Retail Merchants Association is attempting to reorganize a consortium interested in providing funds to restore the series. Interested parties should contact the National Retail Merchants Association in Washington, DC on (202) 223-8250.

Figure 5. **Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – November 1986**

(Seasonally Adjusted)

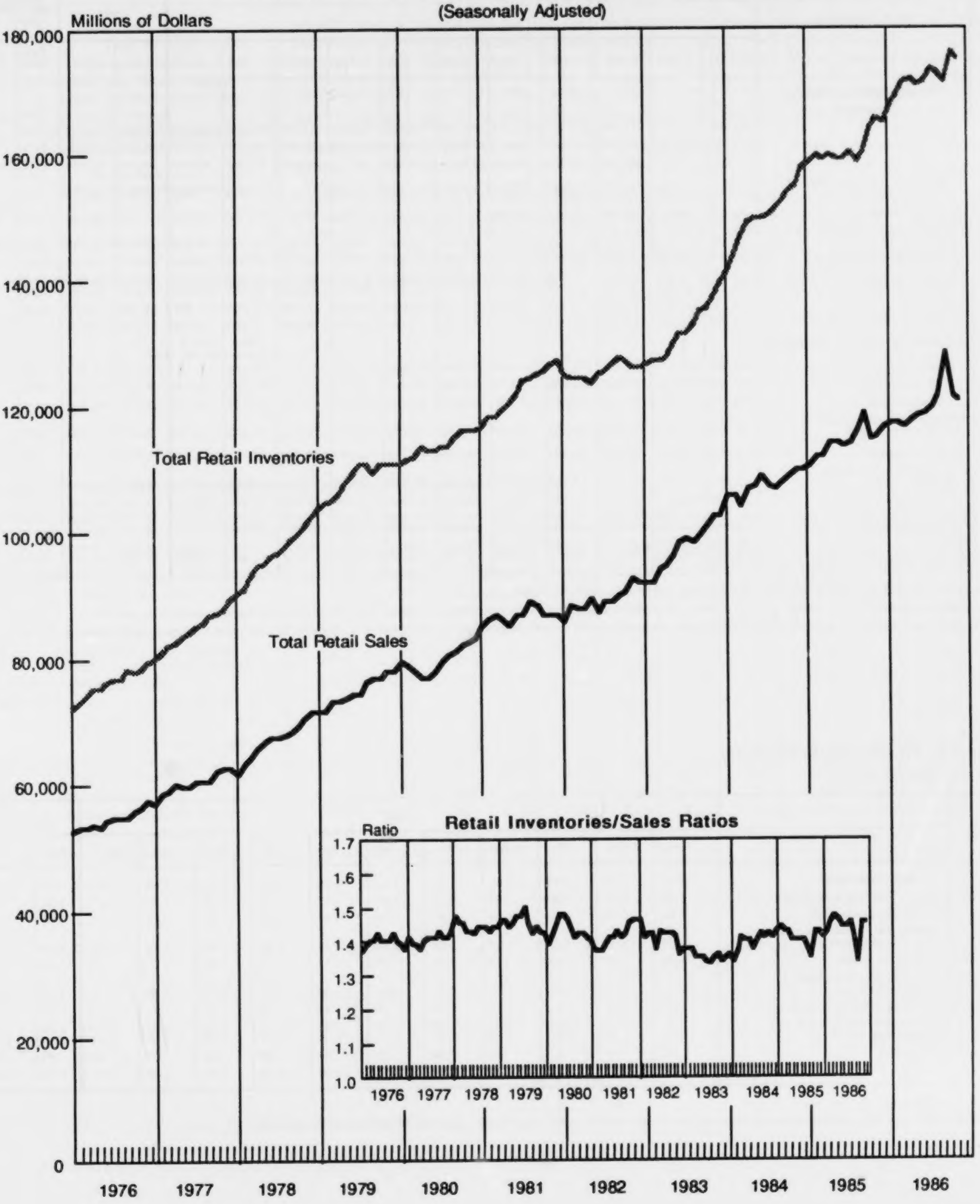

Table 11. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986											1985		Percent change Nov. 1986 from--	
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov[p].	Nov.	Dec.	Nov. 1985	Oct. 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,427	171,387	170,105	170,438	168,529	171,435	183,878	185,103	175,337	160,372	+5.6	+.7
	Total (ex. auto. group)	117,752	120,857	124,209	126,328	124,991	123,632	124,531	127,048	132,984	140,415	140,554	134,044	117,968	+4.9	+.1
	Durable goods, total	84,120	87,254	90,722	91,285	89,146	89,019	88,569	84,791	83,055	89,564	90,639	84,310	81,979	+7.5	+1.2
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	14,897	14,624	14,377	14,315	14,129	14,439	14,179	13,980	13,564	13,176	+3.1	-1.4
55 ex. 554	Automotive dealers	44,113	46,462	48,581	48,099	46,396	46,473	45,907	41,481	38,451	43,463	44,549	41,293	42,404	+7.9	+2.5
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,192	13,072	13,419	13,264	13,635	13,982	14,653	14,856	13,704	12,749	+8.4	+1.4
	Nondurable goods, total	77,745	80,065	82,068	83,142	82,241	81,086	81,869	83,738	88,380	94,314	94,464	91,027	78,393	+3.8	+.2
53	General merchandise group strs	27,739	29,244	30,616	31,608	31,115	30,052	30,565	31,355	33,828	37,116	37,087	36,035	28,002	+2.9	-.1
531	Department stores	21,730	22,954	24,268	25,225	24,913	23,978	24,223	24,913	26,984	29,834	30,079	28,477	22,086	+5.6	+.8
54	Food stores	16,190	16,201	16,290	16,135	16,299	16,408	16,083	16,253	16,786	17,649	17,798	16,696	16,278	+6.6	+.8
56	Apparel and accessory stores	14,063	14,964	15,455	15,701	15,346	15,087	15,496	16,042	16,684	17,585	17,640	17,259	14,418	+2.2	+.3
	Adjusted for seasonal variations										See	note 1				
	Retail trade, total	167,987	169,379	171,551	172,158	170,869	171,705	173,529	172,926	171,617	176,338	175,181	165,787	165,324	+5.7	-.7
	Total (ex. auto. group)	124,569	125,129	125,590	126,696	126,172	126,099	126,251	126,836	129,177	130,636	130,318	124,161	123,131	+5.0	-.2
	Durable goods, total	84,755	85,863	88,132	88,263	87,198	88,281	90,271	89,380	86,578	90,134	89,432	83,238	82,875	+7.4	-.8
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,324	14,129	14,192	14,286	14,157	14,541	14,279	14,309	13,883	13,696	+3.1	+.2
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,462	44,697	45,606	47,278	46,090	42,440	45,702	44,863	41,626	42,193	+7.8	-1.8
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,258	13,151	13,339	13,425	13,649	13,885	14,089	14,135	13,051	12,943	+8.3	+.3
	Nondurable goods, total	83,232	83,516	83,419	83,895	83,671	83,424	83,258	83,546	85,039	86,204	85,749	82,549	82,449	+3.9	-.5
53	General merchandise group strs	31,568	31,603	31,498	31,767	31,534	31,206	31,174	30,989	31,634	32,382	32,010	31,103	31,059	+2.9	-1.1
531	Department stores	24,778	24,788	24,865	25,200	25,114	24,899	24,870	24,789	25,361	26,147	25,841	24,444	24,404	+5.7	-1.2
54	Food stores	16,288	16,365	16,323	16,216	16,414	16,441	16,411	16,687	16,973	17,185	17,032	15,962	16,069	+6.7	-.9
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	15,804	15,798	15,668	15,681	15,784	15,857	15,892	15,563	15,387	+2.1	+.2

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 12. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986											1985	
		Jan.	Feb.	Mar.	Apr.	May.	June	July	Aug.	Sept.	Oct.[1]	Nov.[p,1]	Nov.[1]	Dec.[1]
	Retail trade, total	1.43	1.45	1.47	1.46	1.44	1.44	1.45	1.42	1.34	1.45	1.45	1.44	1.42
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.38	1.37	1.37	1.37	1.39	1.40	1.39	1.38	1.36
	Durable goods, total	1.92	1.95	2.04	1.97	1.91	1.94	1.95	1.87	1.59	1.89	1.91	1.96	1.90
52	Building mat., hdwe., garden supply, mobile homes dealers	2.02	2.03	1.99	1.94	2.03	2.03	2.02	1.96	1.98	1.95	1.98	2.15	2.06
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.72	1.65	1.68	1.72	1.60	1.20	1.61	1.63	1.65	1.62
57	Furniture, home furnishings, equipment stores	2.17	2.17	2.16	2.17	2.10	2.09	2.06	2.09	2.13	2.16	2.16	2.22	2.16
	Nondurable goods, total	1.14	1.14	1.14	1.15	1.14	1.14	1.13	1.13	1.15	1.17	1.16	1.13	1.13
53	General merchandise group strs	2.37	2.32	2.28	2.29	2.30	2.27	2.25	2.20	2.28	2.33	2.33	2.31	2.32
531	Department stores	2.19	2.15	2.12	2.14	2.14	2.11	2.09	2.04	2.12	2.19	2.18	2.14	2.14
54	Food stores	.67	.67	.67	.67	.68	.67	.67	.69	.69	.69	.68	.67	.66
56	Apparel and accessory stores	2.60	2.61	2.52	2.55	2.54	2.51	2.50	2.45	2.50	2.50	2.51	2.61	2.57

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months' report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 13. Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec
	Retail trade, total	158,953	159,478	159,064	159,500	159,428	159,733	160,574	160,066	160,993	164,504	165,787	165,324
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,109	120,810	121,833	122,004	122,781	124,203	124,161	123,131
	Durable goods, total	78,149	78,275	78,455	78,699	78,677	79,185	79,370	78,995	79,274	82,006	83,238	82,875
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,057	13,037	13,344	13,531	13,627	13,846	13,883	13,696
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,741	38,062	38,212	40,301	41,626	42,193
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,515	12,447	12,492	12,490	12,620	12,919	13,051	12,943
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,751	80,548	81,204	81,071	81,719	82,498	82,549	82,449
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,491	30,386	30,465	30,416	30,689	31,022	31,103	31,059
531	Department stores	24,583	24,628	24,291	24,182	23,993	23,820	23,822	23,767	24,041	24,339	24,444	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,487	15,460	15,685	15,707	15,772	15,970	15,962	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,641	14,612	14,841	14,924	15,021	15,271	15,563	15,387

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 14. Inventories/Sales Ratios, by Kind of Business: 1985

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec[1]
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.41	1.40	1.38	1.36	1.43	1.44	1.42
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.37	1.38	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.87	1.85	1.78	1.72	1.93	1.96	1.90
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.16	2.19	2.17	2.18	2.19	2.15	2.15	2.06
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.50	1.48	1.39	1.31	1.60	1.65	1.62
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.22	2.24	2.23	2.19	2.19	2.19	2.22	2.16
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.13	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.27	2.29	2.33	2.31	2.32
531	Department stores	2.27	2.21	2.19	2.16	2.15	2.15	2.14	2.10	2.13	2.15	2.14	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.67	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.56	2.57	2.54	2.55	2.58	2.61	2.57

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's), standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.

b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample—a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. In about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-0.9	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.7
	Total (excluding automotive group)	0.9-1.1	1.0	0.9-1.0	1.0	0.2-0.3	0.2	0.6
	Durable goods, total	1.5-2.1	1.7	1.5-2.0	1.7	0.4-1.0	0.7	1.4
52	Building materials, hardware, garden supply, and mobile home dealers	5.7-6.7	6.3	5.6-6.6	6.3	1.0-1.5	1.2	2.5
521,3,5	Building materials and hardware stores	6.7-7.6	7.3	6.7-7.5	7.2	0.8-1.4	0.9	2.4
521,3	Building materials and supply stores	7.9-8.9	8.7	8.0-9.0	8.6	0.8-1.5	1.0	2.6
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	1.5-4.9	2.6	5.7
525	Hardware stores	5.0-7.5	5.5	4.7-6.6	5.3	1.5-3.2	1.7	4.7
55 ex. 544	Automotive dealers	1.8-2.8	2.2	1.8-2.5	2.1	0.7-1.7	1.1	2.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	1.8-2.8	2.4	1.9-2.5	2.1	0.7-1.9	1.1	2.2
551,2	Motor vehicle dealers	1.5-2.4	2.1	1.5-2.3	2.0	0.7-1.9	1.1	2.2
551	Motor vehicle dealers (franchised)	1.7-2.7	2.1	1.6-2.4	2.1	0.8-1.9	1.1	2.2
553	Auto and home supply stores	4.2-5.6	4.6	4.3-6.1	4.7	1.2-1.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.2-3.2	2.5	2.1-2.8	2.5	0.5-1.0	0.9	2.0
571	Furniture, home furnishings stores	2.5-3.9	2.8	2.5-3.7	3.0	0.8-1.5	1.2	2.3
5712	Furniture stores	3.9-4.9	4.3	3.9-4.5	4.1	1.1-1.7	1.5	3.1
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	1.4-3.3	2.3	5.4
5722,32	Household appliance, radio, and television stores	4.4-6.2	5.0	4.4-6.0	5.1	1.0-2.1	1.4	3.9
5722	Household appliance stores	5.1-7.1	5.9	4.9-7.5	6.3	1.7-3.2	1.9	5.0
5732	Radio and television stores*	(S)	(S)	(S)	(S)	1.2-3.0	1.7	5.9
5733	Music stores*	(S)	(S)	(S)	(S)	1.8-4.6	2.8	6.6
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.3-3.1	2.4	4.5
5942	Book stores*	(S)	(S)	(S)	(S)	2.3-10.0	3.2	5.3
5944	Jewelery stores	3.1-4.0	3.3	2.9-5.2	3.2	1.4-4.3	1.8	4.2
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.2-4.8	3.4	6.7
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.4-3.6	1.7	6.0
	Nondurable goods, total	0.7-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2	0.7
53	General merchandise group stores	0.4-0.5	0.5	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531,9	Department stores and misc. gen. merchandise stores	0.4-0.5	0.4	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.4-3.8	3.7	3.2-4.0	3.6	0.8-1.3	1.0	3.1
533	Variety stores	3.6-4.1	3.9	3.3-3.9	3.8	0.4-1.1	0.8	1.6
54	Food stores	1.5-1.7	1.6	1.5-1.7	1.6	0.2-0.7	0.3	1.1
541	Grocery stores	1.5-1.7	1.7	1.5-1.7	1.6	0.2-0.7	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.5-8.4	2.2	7.4
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	1.2-4.5	2.6	7.2
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	3.0-7.5	4.2	11.0
546	Retail bakeries	7.5-9.5	9.0	8.1-9.5	8.7	0.9-1.7	1.4	5.8
554	Gasoline service stations	1.9-2.1	2.0	1.9-2.0	2.0	0.5-0.6	0.6	1.8
56	Apparel and accessory stores	1.8-2.3	2.2	1.8-2.2	1.9	0.4-1.3	0.8	1.6
561	Men's, boys' clothing and furnishings stores	4.8-6.1	5.3	4.7-5.3	5.2	1.3-3.6	1.5	4.8
562,3,8	Women's clothing, specialty stores, furriers	2.3-2.9	2.8	2.4-3.0	2.5	0.7-1.2	0.9	2.1
562	Women's ready-to-wear stores	2.7-3.2	3.1	2.7-3.1	2.9	0.8-1.3	0.9	2.1
565	Family clothing stores	2.8-4.9	3.3	3.1-4.2	3.3	0.7-4.5	1.2	2.8
566	Shoe stores	3.1-4.8	3.9	3.1-4.5	3.5	1.0-3.1	1.2	4.2
58	Eating and drinking places	2.2-2.8	2.5	2.2-2.5	2.4	0.4-1.2	0.8	2.1
5812	Eating places	2.5-3.1	2.7	2.5-2.7	2.6	0.4-1.3	0.7	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	3.5-4.8	3.9	3.6-4.1	3.9	0.8-2.0	1.0	3.0
5812 (pt.)	Refreshment places	3.2-4.0	3.7	3.3-4.1	3.6	0.5-1.3	0.8	2.5
5813	Drinking places (alcoholic beverages)	4.3-9.0	6.0	4.4-7.9	5.5	0.5-5.9	1.7	4.0
591	Drug stores and proprietary stores	2.0-2.6	2.1	2.0-2.5	2.1	0.3-0.7	0.5	1.4
592	Liquor stores	4.1-5.2	4.5	4.0-5.0	4.4	0.7-1.2	0.8	4.1
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.7-8.4	2.8	9.9
596	Nonstore retailers[3]	6.5-9.2	8.4	7.3-8.4	8.2	1.3-4.0	1.7	3.9
5961 (pt.)	Mail-order (department store merchandise)	0.4-1.7	0.7	0.4-1.7	0.8	0.0-0.2	0.1	0.7
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.6-2.5	2.0	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	1.9-3.9	2.8	6.1
53,56,57,594	GAF,total[4]	0.8-1.0	0.8	0.8-1.0	0.8	0.2-0.4	0.3	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminay estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months January 1986 through July 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	2.1	1.7	2.0	2.2	0.6	0.6	0.5	0.5	1.4	1.5	1.1	1.5
	Durable goods, total	3.5	3.6	3.8	3.9	1.4	1.3	1.0	1.4	2.9	2.6	1.9	3.3
52	Building materials, hardware, garden supply, and mobile home dealers	9.3	5.1	13.4	12.3	2.6	2.2	2.1	2.5	6.7	4.2	4.7	6.2
55 ex.554	Automotive dealers	5.3	5.2	3.8	6.5	1.8	2.0	1.6	2.3	3.9	3.6	2.7	4.9
57	Furniture, home furnishings, and equipment stores	5.8	5.8	4.6	5.1	1.6	1.5	1.5	2.2	4.2	4.3	3.6	4.6
	Nondurable goods, total	2.4	1.6	1.8	2.2	0.5	0.5	0.5	0.4	1.5	1.4	1.3	1.3
53	General merchandise group stores	1.6	1.2	1.9	1.6	0.3	0.3	0.3	0.3	1.1	0.9	1.1	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	3.7	3.9	4.1	0.6	0.6	0.6	0.5	2.8	2.1	2.5	2.3
541	Grocery stores	5.3	3.9	3.9	4.3	0.6	0.6	0.6	0.5	3.0	2.2	2.6	2.5
554	Gasoline service stations	5.6	4.3	3.7	4.3	1.1	1.0	1.1	1.2	4.8	3.7	3.4	3.5
56	Apparel and accessory stores	4.4	4.2	4.4	4.5	1.7	1.5	1.4	1.5	3.8	3.3	3.0	3.4
58	Eating and drinking places	5.1	5.1	5.7	5.9	1.2	1.3	1.4	0.9	3.7	4.7	3.9	3.3
591	Drug stores and proprietary stores	10.9	8.0	7.3	5.9	1.4	0.9	0.8	0.7	5.2	4.3	3.8	5.3
53,56, 57,594	GAF[3]	2.3	1.7	2.0	2.1	0.8	0.6	0.6	0.8	1.7	1.4	1.2	1.6

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.7	2.2	2.2	3.0	2.3	4.8	3.3	5.8	2.3
	Durable goods, total	(S)	4.7	4.1	5.6	4.6	7.5	6.2	8.6	4.6
55 ex. 554	Automotive dealers	(S)	6.9	5.7	8.2	5.1	(S)	7.3	14.0	8.0
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.7	(S)	6.9	(S)	(S)	11.9	5.3
	Nondurable goods, total	4.4	2.9	2.3	4.1	2.3	4.6	3.1	5.5	2.2
53	General merchandise group stores	4.6	1.2	1.5	2.0	2.4	4.1	2.3	4.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.7	6.6	4.3	8.9	4.6	(S)	6.3	9.1	4.0
554	Gasoline service stations	(S)	6.4	5.3	8.5	5.2	(S)	(S)	(S)	5.8
56	Apparel and accessory stores	(S)	5.0	5.6	8.2	5.7	(S)	6.9	(S)	5.5
58	Eating and drinking places	(S)	6.5	5.9	(S)	(S)	(S)	(S)	(S)	7.2
591	Drug stores and proprietary stores	(S)	9.8	(S)	(S)	(S)	(S)	(S)	(S)	5.6
53,56,57,594	GAF[1]	4.6	2.2	1.9	2.8	2.8	4.3	3.1	5.3	2.4
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.7	0.7	1.0	0.6	1.1	0.9	0.9	0.7
	Durable goods, total	**	1.6	1.6	2.1	1.4	2.3	1.8	**	1.6
55 ex. 554	Automotive dealers	**	2.2	2.2	2.9	2.1	**	2.9	**	2.7
57	Furniture, home furnishings, and equipment stores	**	**	1.8	**	1.9	**	**	**	2.2
	Nondurable goods, total	0.8	0.5	0.4	0.9	0.5	0.9	0.8	0.8	0.4
53	General merchandise group stores	0.8	0.3	0.3	0.7	0.5	0.9	0.4	0.9	0.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.2	0.6	0.8	1.1	0.6	**	0.9	1.0	0.6
554	Gasoline service stations	**	1.3	1.0	2.2	1.2	**	**	**	1.5
56	Apparel and accessory stores	**	1.8	1.4	3.1	2.2	**	2.1	**	1.7
58	Eating and drinking places	**	1.4	1.6	**	**	**	**	**	1.1
591	Drug stores and proprietary stores	**	1.5	**	**	**	**	**	**	0.8
53,56,57,594	GAF[1]	1.5	0.8	0.7	0.9	0.7	1.1	1.0	1.6	0.7
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.5	1.7	1.5	2.8	1.4	2.6	2.0	3.0	1.7
	Durable goods, total	**	3.3	2.9	4.9	2.9	5.1	4.1	**	3.6
55 ex. 554	Automotive dealers	**	5.0	3.9	7.5	3.7	**	5.2	**	5.3
57	Furniture, home furnishings, and equipment stores	**	**	4.4	**	4.6	**	**	**	4.9
	Nondurable goods, total	2.6	1.9	1.5	2.5	1.6	3.0	2.6	2.7	1.3
53	General merchandise group stores	2.6	1.0	1.2	2.4	1.8	3.4	1.3	2.2	0.6
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.6	3.0	3.5	3.0	**	5.0	5.4	2.2
554	Gasoline service stations	**	6.0	4.0	10.0	4.3	**	**	**	4.1
56	Apparel and accessory stores	**	4.1	3.8	7.5	4.3	**	4.2	**	3.6
58	Eating and drinking places	**	3.6	5.7	**	**	**	**	**	4.0
591	Drug stores and proprietary stores	**	5.7	**	**	**	**	**	**	5.4
53,56,57,594	GAF[1]	3.3	1.7	1.6	2.5	2.0	3.1	2.4	4.2	1.6

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]	Total	Durable	Non-durable	Department stores	GAF[3]
California	3.0	5.5	2.6	0.0	2.8	0.7	1.8	0.4	0.0	0.7	1.9	4.1	1.6	0.0	1.6
Florida	4.3	8.1	4.1	0.0	4.5	0.9	1.9	0.6	0.0	1.3	2.5	4.5	2.2	0.0	3.1
Illinois	3.7	(S)	3.1	0.0	3.8	1.1	**	0.9	0.0	1.3	2.9	**	3.4	0.0	3.6
Indiana	4.8	(S)	6.6	0.0	7.1	1.6	**	0.8	0.0	1.6	3.3	**	3.0	0.0	4.6
Louisiana	6.5	(S)	6.2	0.0	7.3	1.6	**	1.3	0.0	1.9	3.9	**	4.0	0.0	4.9
Maryland	6.0	(S)	5.7	0.0	8.4	1.4	**	0.9	0.0	1.5	3.4	**	3.4	0.0	6.7
Massachusetts	5.9	(S)	5.7	0.0	5.1	1.6	**	1.2	0.0	1.9	3.7	**	3.9	0.0	4.5
Michigan	4.7	8.9	4.4	0.0	3.6	1.7	3.4	0.9	0.0	1.2	3.4	6.6	3.4	0.0	2.8
Minnesota	6.4	(S)	8.7	0.0	5.3	2.3	**	2.3	0.0	1.4	6.9	**	7.4	0.0	3.3
Missouri	6.7	(S)	8.4	0.0	4.7	1.6	**	1.1	0.0	1.4	3.9	**	3.3	0.0	4.4
New Jersey	6.1	(S)	6.2	0.0	4.4	1.4	**	1.0	0.0	1.1	4.6	**	4.8	0.0	3.9
New York	3.3	6.9	3.4	0.0	3.7	1.1	2.6	0.8	0.0	1.4	2.6	4.8	2.5	0.0	3.1
North Carolina	6.1	(S)	5.8	0.0	6.9	2.0	**	2.0	0.0	2.3	4.0	**	4.6	0.0	6.3
Ohio	5.9	(S)	4.0	0.0	3.0	1.0	**	0.9	0.0	1.3	2.5	**	2.3	0.0	2.3
Pennsylvania	4.8	10.5	4.8	0.0	2.7	0.9	1.9	0.7	0.0	1.2	2.8	4.8	3.5	0.0	2.0
Tennessee	5.5	(S)	4.9	0.0	6.7	1.9	**	1.3	0.0	1.9	3.8	**	3.7	0.0	4.4
Texas	4.6	8.3	4.3	0.0	3.3	1.1	2.2	1.1	0.0	1.3	2.7	4.9	3.3	0.0	3.1
Virginia	4.7	(S)	5.4	0.0	5.6	1.6	**	1.1	0.0	1.7	4.3	**	5.6	0.0	4.1
Wisconsin	5.5	11.4	6.7	0.0	4.0	1.8	4.2	1.5	0.0	1.3	5.2	11.3	5.1	0.0	4.6

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.7	3.2	4.2	1.3	0.9	1.1	3.0	3.0	2.9
New York, NY-Northeastern, NJ	3.5	3.3	3.3	0.9	0.7	1.1	2.7	2.9	2.9
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.4	6.0	4.5	1.5	0.9	1.0	4.0	4.0	2.9
Atlanta, GA	(S)	(S)	11.0	**	**	2.3	**	**	5.5
Baltimore, MD	8.1	8.7	4.5	1.6	1.0	1.3	4.9	3.4	2.1
Boston, MA	6.7	5.6	5.8	1.6	1.3	1.6	4.5	5.1	3.5
Chicago, IL	3.8	3.3	4.4	1.3	0.9	1.2	3.2	3.2	3.1
Cleveland, OH	(S)	9.4	4.8	**	1.2	1.0	**	6.4	2.7
Dallas-Fort Worth, TX	6.1	6.2	6.0	1.7	1.6	1.7	4.7	4.7	3.4
Detroit, MI	5.4	5.6	4.8	1.5	0.9	1.2	5.1	5.1	4.0
Houston, TX	5.7	7.1	4.1	1.7	1.1	0.9	3.0	3.7	2.7
Kansas City, MO-KS	9.6	7.4	3.9	2.6	1.3	1.4	5.7	5.0	2.9
Los Angeles-Long Beach, CA	5.0	5.5	6.3	0.8	0.7	1.3	2.5	2.9	2.8
Miami,FL	10.8	8.7	7.9	1.9	1.4	1.3	6.3	6.0	2.8
Milwaukee, WI	(S)	(S)	6.1	**	**	1.2	**	**	4.1
Minneapolis-St. Paul, MN-WI	9.8	11.5	2.8	3.4	3.2	0.9	8.5	10.3	1.6
Nassau-Suffolk, NY	10.1	7.7	6.7	1.8	1.5	1.7	4.4	4.6	7.6
New York, NY	4.1	5.2	4.7	1.2	1.0	1.6	4.1	4.4	4.0
Newark, NJ	8.6	8.2	5.9	1.7	2.0	1.6	8.8	7.9	5.5
Philadelphis, PA	7.0	8.3	5.9	1.4	1.2	1.9	5.8	6.7	5.3
Pittsburgh, PA	11.9	8.3	5.8	2.2	1.7	2.5	6.3	5.2	3.5
St. Louis, MO-IL	11.1	13.9	7.2	1.7	1.0	1.3	5.1	4.7	6.0
San Diego, CA	7.7	(S)	4.6	2.1	**	1.4	5.2	**	2.8
San Francisco-Oakland, CA	6.1	6.6	3.7	1.5	1.0	1.6	4.4	3.8	4.6
Washington, DC-MD-VA	7.3	6.0	9.4	1.9	1.4	2.5	5.6	9.2	8.0
Cities									
Chicago, IL	8.4	7.0	6.0	1.6	1.2	2.4	4.6	4.6	5.6
Los Angeles, CA	8.9	7.6	8.6	1.6	1.1	2.2	4.3	3.9	5.1
New York, NY	4.6	6.4	5.6	1.3	1.2	1.9	4.1	4.6	4.3
Philadelphia, PA	13.5	16.2	8.8	1.9	1.4	3.0	13.1	15.3	5.9

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months	SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4		Nondurable goods, total	1.3	0.5
	Durable goods, total	2.0	0.7	53	General merchandise group stores	1.7	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9		Department stores	1.4	0.8
55	Automotive dealers	2.7	1.0	54	Food stores	2.4	0.5
57	Furniture, home furnishings, equipment dealers	3.8	1.4	56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -0.4 percent to +1.4 percent, with a median of +0.3 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.5 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.5 percent to +0.6 percent, with a median of 0.0 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	October 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	121587	121617	121655	-0.4	1.4	0.3	-0.2	0.5	0.2
	Total (excluding auto group)	93039	93327	93221	-0.5	0.8	0.2	-0.4	0.4	0.0
	Durable goods, total	47908	47584	44679	-0.7	2.6	0.4	-0.2	0.9	0.5
52	Building materials, hardware, garden supply and mobile home dealers	7447	7358	7317	-3.0	4.4	0.5	-1.2	0.7	-0.4
55 ex. 554	Automotive dealers	28548	28290	28434	-0.6	4.1	0.1	-0.2	1.5	0.7
57	Furniture, home furnishings, and equipment stores	6445	6480	6522	-4.0	4.0	0.8	-0.8	1.3	0.1
	Nondurable goods, total	73679	74033	73976	-0.5	1.1	0.1	-0.4	0.6	0.0
53	General merchandise group stores	13967	13933	13898	-0.9	1.5	0.1	-0.9	0.7	-0.1
531	Department stores	12044	11986	11929	-1.0	1.6	0.3	-0.5	0.6	0.0
54	Food stores	24596	24891	24800	-0.9	0.8	0.2	-0.9	0.8	0.1
541	Grocery stores	23173	23456	23379	-1.3	0.9	0.3	-1.0	0.9	0.1
554	Gasoline service stations	6736	6813	6831	-4.3	4.1	-1.0	-1.9	0.9	0.0
56	Apparel and accessory stores	6409	6302	6352	-1.9	3.0	1.6	-1.0	1.1	0.4
58	Eating and drinking places	11992	12068	12073	-1.9	3.5	0.6	-1.0	2.3	0.1
591	Drug stores and proprietary stores	4160	4185	4180	-1.8	1.9	-0.1	-1.1	0.3	-0.3

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	October 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	176568	176338	-0.5	0.6	0.0
	Total (excluding auto group)	130721	130636	-0.4	0.2	0.1
	Durable goods, total	90202	90134	-0.8	1.4	0.0
52	Building materials, hardware, garden supply, and mobile home dealers	14289	14279	-0.3	4.0	0.1
55 ex. 554	Automotive dealers	45847	45702	-0.8	2.0	-0.3
57	Furniture, home furnishings, and equipment stores	14080	14069	-0.3	1.4	0.3
	Nondurable goods, total	86366	86204	-0.3	0.2	0.0
53	General merchandise group stores	32383	32382	-1.0	0.8	-0.1
531	Department stores	26147	26147	-0.9	1.0	0.0
54	Food stores	17202	17185	-0.5	0.5	0.0
56	Apparel and accessory stores	15951	15857	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program*, U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series*, Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers*, pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business**

Sic code	Kind of business	1985			1986												1987	
		Oct.	Nov.[1]	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.[1]	Nov.[1]	Dec.[1]	Jan.[1]	Feb.[1]
	Retail trade, total	1.047	1.059	.968	.962	.986	1.004	1.010	1.000	.989	.983	.981	1.000	1.047	1.058	.968	.964	.989
	Durable goods, total	.996	1.015	.987	.992	1.014	1.025	1.032	1.020	1.007	.982	.951	.962	.996	1.015	.987	.993	1.019
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	.993	.977	.962	.968	.997	1.027	1.040	1.035	1.013	1.002	.998	.993	.993	.977	.961	.967	.995
55	Automotive dealers	.951	.992	1.005	1.016	1.050	1.057	1.058	1.038	1.019	.971	.900	.906	.951	.993	1.007	1.022	1.062
57	Furniture, home furnishings, equipment dealers	1.039	1.050	.985	.973	.976	.989	.995	.994	1.006	.988	.999	1.007	1.040	1.051	.988	.973	.974
	Nondurable goods, total	1.095	1.101	.954	.935	.960	.984	.990	.983	.972	.983	1.003	1.039	1.094	1.101	.952	.936	.959
53	General mdse. group stores	1.147	1.156	.902	.879	.926	.972	.995	.987	.964	.982	1.015	1.070	1.147	1.155	.903	.880	.928
531	Department stores	1.142	1.165	.905	.877	.926	.976	1.001	.992	.963	.974	1.005	1.064	1.141	1.164	.905	.879	.928
54	Food stores	1.026	1.046	1.013	.994	.990	.998	.995	.993	.998	.980	.974	.989	1.027	1.045	1.012	.996	.991
56	Apparel & accessory stores	1.111	1.109	.937	.913	.956	.990	.993	.971	.955	.989	1.023	1.057	1.109	1.110	.935	.912	.954

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business

SIC code	Kind of business	1985				1986											1987	
		Oct.	Nov.[1]	Dec.[1]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.[1]	Nov.[1]	Dec.[1]	Jan.[1]	Feb.[1]
	U.S. Retail Sales																	
	Retail trade, total	1.006	1.021	1.193	.901	.854	.979	.986	1.055	1.008	1.009	1.019	.972	1.008	1.006	1.204	.902	.853
	Durable goods, total	1.001	.961	1.067	.883	.858	.988	1.030	1.095	1.076	1.044	1.010	1.007	.998	.942	1.090	.867	.855
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	1.083	.966	.902	.779	.717	.903	1.021	1.178	1.163	1.131	1.076	1.059	1.095	.947	.930	.771	.725
521,3	Bldg. mat. & supply stores	1.113	.971	.862	.788	.731	.900	1.009	1.134	1.144	1.156	1.100	1.084	1.115	.962	.880	.780	.731
525	Hardware stores	1.005	1.008	1.155	.840	.747	.893	1.040	1.153	1.101	1.067	1.029	.968	1.014	.987	1.177	.841	.747
55 ex. 554	Automotive dealers	.991	.915	.892	.904	.894	1.048	1.068	1.124	1.099	1.058	1.016	.996	.994	.887	.922	.877	.892
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	.985	.904	.880	.908	.905	1.059	1.074	1.131	1.101	1.054	1.013	.992	.985	.876	.912	.880	.902
553	Auto & home supply stores	1.070	1.038	.992	.862	.788	.928	1.041	1.058	1.052	1.099	1.057	1.024	1.073	1.014	1.015	.863	.787
57	Furniture, home furnishings & equipment stores	1.015	1.089	1.350	.928	.855	.947	.935	.975	.955	.981	1.006	.982	1.016	1.063	1.372	.936	.852
571	Furniture, home furnishings stores	1.034	1.084	1.149	.933	.857	.964	.961	1.018	.983	.987	1.031	1.000	1.039	1.054	1.166	.934	.857
5722, 32	Household appliance, radio, TV stores	.998	1.112	1.575	.930	.845	.917	.890	.923	.926	.976	.968	.957	1.004	1.085	1.610	.948	.842
	Nondurable goods, total	1.006	1.056	1.265	.912	.851	.974	.954	1.035	.976	.988	1.023	.954	1.014	1.038	1.274	.922	.850
53	General mdse. group stores	.993	1.218	1.842	.704	.701	.919	.901	1.022	.925	.883	.987	.906	.991	1.205	1.849	.716	.703
531	Department stores	.993	1.216	1.833	.702	.698	.920	.904	1.023	.931	.882	.992	.910	.990	1.203	1.839	.715	.698
533	Variety stores	.952	1.067	1.845	.740	.744	984	.906	1.007	.912	.926	.995	.866	.956	1.055	1.875	.756	.749
539	Misc. gen. mdse. stores	1.005	1.311	1.931	.693	.704	.852	.879	1.010	.894	.867	.952	.883	1.010	1.292	1.939	.708	.702
54	Food stores	.997	1.013	1.046	.984	.899	.991	.967	1.058	.992	1.041	1.038	.959	1.012	.986	1.059	.999	.900
541	Grocery stores	.998	1.015	1.036	.989	.899	.988	.966	1.058	.992	1.042	1.040	.960	1.014	.987	1.051	1.005	.899
554	Gasoline service stations	1.029	.989	1.021	.958	.870	.942	.976	1.035	1.043	1.066	1.052	1.005	1.028	.980	1.019	.959	.879
56	Apparel & accessory stores	.994	1.137	1.634	.792	.733	.995	.916	1.017	.904	.886	1.037	.946	.998	1.113	1.651	.809	.731
561	Men's & boys' clothing, furnishing stores	.981	1.205	1.893	.810	.700	.878	.899	1.022	.960	.828	.920	.874	.992	1.196	1.904	.821	.698
562,3, 8	Women's clothing, specialty stores, furriers	1.022	1.138	1.576	.802	.754	1.004	.944	1.023	.888	.907	.985	.963	1.029	1.116	1.587	.815	.752
566	Shoe stores	1.011	1.060	1.320	.835	.761	1.095	.971	1.047	.934	.867	1.076	1.007	.995	1.047	1.331	.847	.759
58	Eating and drinking places	1.020	.967	.966	.917	.873	.992	1.001	1.057	1.045	1.071	1.099	.992	1.033	.957	.965	.916	.869
591	Drug & proprietary stores	.979	.981	1.331	.972	.922	.995	.961	1.007	.970	.970	.974	.937	.981	.965	1.344	.972	.915
592	Liquor stores	.979	1.042	1.388	.907	.834	.918	.915	.999	.980	1.043	1.037	.943	.985	1.020	1.404	.927	.835
	Retail Sales of Group II Companies																	
	Retail trade, total	.994	1.102	1.410	.863	.814	.967	.944	1.036	.958	.959	1.005	.939	1.004	1.079	1.425	.874	.814
553	Auto & home supply stores	1.086	1.062	1.032	.851	.781	.946	1.019	1.074	1.037	1.078	1.041	1.010	1.088	1.035	1.061	.854	.781
53	General mdse. group stores	.986	1.226	1.856	.700	.700	.920	.899	1.021	.930	.876	.987	.903	.986	1.210	1.862	.708	.701
531	Department stores	.992	1.214	1.831	.703	.699	.919	.906	1.022	.934	.882	.993	.910	.989	1.202	1.837	.713	.698
533	Variety stores	.937	1.090	1.916	.720	.731	.964	.921	1.025	.909	.897	.987	.859	.953	1.069	1.920	.736	.735
541	Grocery stores	.991	1.026	1.053	1.006	.907	1.000	.968	1.062	.972	1.022	1.028	.950	1.009	.989	1.075	1.022	.907
56	Apparel & accessory stores	.976	1.159	1.755	.715	.693	1.017	.909	.996	.901	.861	1.085	.937	.981	1.143	1.764	.728	.691
562,3 8	Women's clothing, specialty stores, furriers	.987	1.151	1.709	.714	.709	1.012	.933	1.000	.910	.915	1.023	.930	.991	1.145	1.709	.725	.710
566	Shoe stores	.993	1.092	1.440	.787	.738	1.141	.938	1.032	.919	.826	1.111	.982	.992	1.070	1.442	.789	.736
591	Drug & proprietary stores	.958	.989	1.450	.944	.894	.997	.935	1.006	.967	.964	.966	.927	.962	.979	1.463	.946	.893

[1] Factors were developed after the issue of last month's report.(See ''Concurrent Seasonal Adjustment'' in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago—Gary, Il-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Hartford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, Al. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Date, and Walker Counties, GA.

Chicago, Il. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

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[1] Statistics for the Boston SMSA in Table 9 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry. Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick City, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Briston County; Planville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacrameto, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, Il.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadaupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alamada, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadely, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worchester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince George's Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngston-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

---

[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

---

[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

- New England Division
  - Maine
  - New Hampshire
  - Vermont
  - Massachusetts
  - Rhode Island
  - Connecticut
- Middle Atlantic Division
  - New York
  - New Jersey
  - Pennsylvania

MIDWEST (formerly North Central)

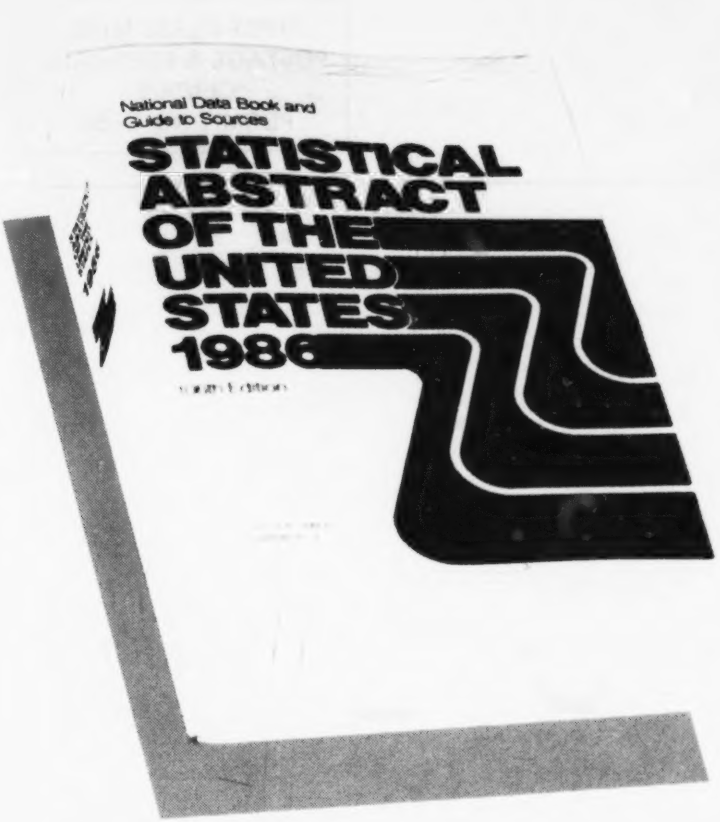
- East North Central Division
  - Ohio
  - Indiana
  - Illinois
  - Michigan
  - Wisconsin
- West North Central Division
  - Minnesota
  - Iowa
  - Missouri
  - North Dakota
  - South Dakota
  - Nebraska
  - Kansas

SOUTH

- South Atlantic Division
  - Delaware
  - Maryland
  - District of Columbia
  - Virginia
  - West Virginia
  - North Carolina
  - South Carolina
  - Georgia
  - Florida
- East South Central Division
  - Kentucky
  - Tennessee
  - Alabama
  - Mississippi
- West South Central Division
  - Arkansas
  - Louisiana
  - Oklahoma
  - Texas

WEST

- Mountain Division
  - Montana
  - Idaho
  - Wyoming
  - Colorado
  - New Mexico
  - Arizona
  - Utah
  - Nevada
- Pacific Division
  - Washington
  - Oregon
  - California
  - Alaska
  - Hawaii



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86-12

Monthly Retail Trade

Sales and Inventories

CURRENT BUSINESS REPORTS

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December 1986
Issued February 1987
BR-86-12

Intention to revise estimates: Please note the announcement on page 17 of this report concerning plans to revise the sales and inventories estimates.

Sales: Total sales for all retail stores in the United States during December 1986 were estimated to be $126.6 billion. These estimates have been adjusted for seasonal variations and trading-day differences, but not for price changes. The estimated December 1986 sales indicated an increase of 4.6 percent above November 1986 and increased 8.5 percent compared to December 1985. Excluding the automotive group, sales increased 1.1 percent over November and were 4.2 percent higher than December 1985. Total sales for the 12 months of 1986 were estimated to be $1.4 trillion, about 5.3 percent above the 12-month total of 1985.

Most major kinds of business showed gains over December 1985. The largest gains were reported by the automotive group, up 23.5 percent, and eating and drinking places, up 13.3 percent.

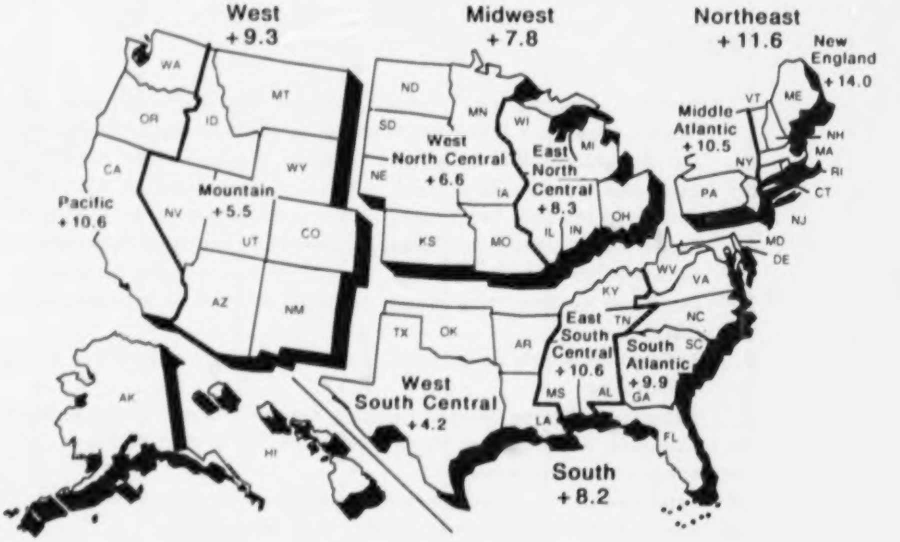
Inventories. Total retail inventories, after adjustment for seasonal variations but not for price changes, in stores and warehouses servicing retail establishments were estimated at $172.7 billion at the end of December, a decrease of 1.2 percent from November but up 4.3 percent from December of last year.

Durable goods inventories decreased 2.3 percent from November but increased 4.9 percent from December 1985. Nondurable goods inventories were at about the same level as November but were up 3.8 percent from December of the previous year.

The total inventories/sales ratio for December based on seasonally adjusted data was 1.36, a decrease of 0.08 from the previous month and 0.06 from December of last year.

Percent Change in Retail Sales: December 1986 From December 1985

(Based on data NOT ADJUSTED for seasonal variations, holiday, or trading-day differences)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+7.8
Northeast
+11.6
New England
+14.0
WA
OR
CA
ID
MT
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NV
UT
CO
AZ
NM
Pacific
+10.6
Mountain
+5.5
ND
SD
NE
KS
MN
IA
MO
West North Central
+6.6
WI
MI
IL
IN
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East North Central
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Middle Atlantic
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Data in this report are based on a sample and, therefore, are subject to sampling and nonsampling errors. A discussion of the reliability of the data is in appendix B. Inquiries concerning this report should be addressed to **Irving True**, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7128/7129.

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FIGURE 1.

Estimated Monthly Retail Sales: January 1976 – December 1986

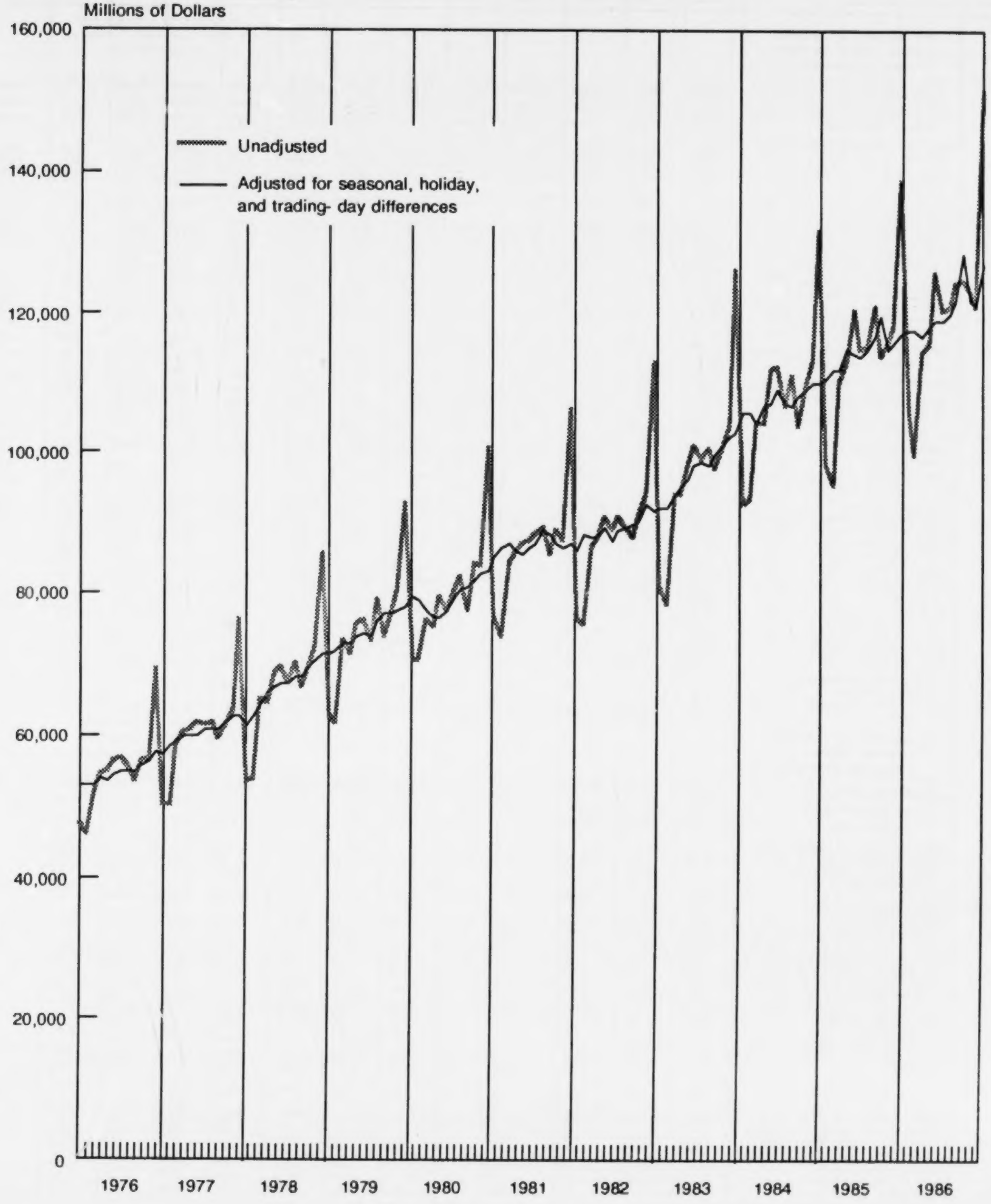


Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986												
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[P]	Total
	Not adjusted for seasonal variations, holiday, or trading-day differences													
	Retail trade, total	**105,642**	**99,661**	**114,236**	**115,710**	**125,421**	**120,351**	**120,736**	**124,059**	**124,645**	**123,056**	**120,789**	**151,262**	**1,445,567**
	Total (excl. auto. group)	81,831	76,333	87,995	87,468	94,845	90,611	91,735	94,823	89,544	94,868	96,493	121,859	1,108,405
	Durable goods, total	38,985	37,469	42,843	46,098	49,856	48,810	48,228	48,702	54,332	48,012	43,994	55,766	563,095
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,393	4,996	6,401	7,702	8,129	8,128	8,033	7,780	7,[illegible]	7,935	6,785	6,728	85,790
521,3,5	Bldg. mat., supply, hardware	4,814	4,406	5,479	6,486	6,867	6,902	7,054	6,809	6,[illegible]	6,933	6,040	6,034	74,500
521,3	Bldg. mat., supply stores	4,035	3,694	4,609	5,500	5,791	5,819	6,013	5,785	5,721	5,925	5,067	4,924	62,883
525	Hardware stores	779	712	870	986	1,076	1,083	1,041	1,024	955	1,008	973	1,110	11,617
55 ex 554	Automotive dealers	23,811	23,328	26,241	28,242	30,576	29,740	29,001	29,236	35,101	28,187	24,296	29,403	337,162
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	22,052	21,722	24,388	26,172	28,446	27,631	26,810	27,076	32,996	25,994	22,251	27,419	312,957
551,2	Motor vehicle dealers	21,088	20,495	22,509	24,163	26,381	25,579	24,920	25,338	31,406	24,478	20,924	25,813	293,094
551	Motor veh. (franchised)	20,370	19,807	21,699	23,367	25,515	24,651	23,895	24,261	30,361	23,442	20,070	25,029	282,467
553	Auto & Home supply stores	1,759	1,606	1,853	2,070	2,130	2,109	2,191	2,160	2,105	2,193	2,045	1,984	24,205
57	Furniture, home furn. & equip strs	5,565	5,101	5,717	5,684	6,094	6,089	6,360	6,512	6,414	6,652	7,099	9,221	76,508
571	Furniture & home furn. stores	3,035	2,828	3,209	3,208	3,434	3,346	3,425	3,596	3,512	3,652	3,740	4,129	41,114
5712	Furniture stores	1,863	1,718	1,945	1,910	2,101	2,054	2,096	2,238	2,179	2,218	2,272	2,496	25,090
5722,32	Household appliance, radio & tv	2,105	1,896	2,080	2,048	2,239	2,323	2,496	2,457	2,380	2,512	2,818	4,173	29,527
5722	Household appliance stores	676	570	638	633	712	732	814	761	716	756	770	1,069	8,847
5944	Jewelry stores	704	755	790	795	1,009	871	808	918	882	980	1,197	3,089	12,798
	Nondurable goods, total	66,657	62,192	71,393	69,612	75,565	71,541	72,508	75,357	70,313	75,043	76,795	95,496	882,472
53	General mdse. group stores	9,383	9,550	12,661	12,498	14,017	12,755	12,245	13,922	12,540	13,761	16,541	25,920	165,793
531,9	Dept. stores, misc. gen. mdse	8,815	8,994	11,871	11,797	13,275	12,107	11,650	13,247	11,967	13,093	15,854	24,634	157,304
531	Department stores	7,954	8,049	10,769	10,644	11,985	10,971	10,519	12,037	10,866	11,810	14,222	22,071	141,897
539	Misc. gen. mdse. stores	861	945	1,102	1,153	1,290	1,136	1,131	1,210	1,101	1,283	1,632	2,563	15,407
533	Variety stores	566	556	790	701	742	648	595	675	573	668	687	1,286	8,489
54	Food stores	23,948	21,813	24,213	23,354	25,635	24,206	25,459	25,207	23,662	25,101	24,565	26,523	293,686
541	Grocery stores	22,749	20,630	22,853	22,049	24,235	22,878	24,123	23,818	22,322	23,706	23,195	24,750	277,308
546	Retail bakeries	296	309	368	349	370	353	352	389	409	425	406	461	4,487
554	Gasoline service stations	8,067	7,122	7,173	6,941	7,442	7,451	7,390	7,110	6,873	7,022	6,675	6,923	86,189
56	Apparel & accessory stores	4,694	4,401	6,128	5,737	6,313	5,680	5,533	6,606	5,992	6,349	7,067	10,783	75,283
561	Mens & boys clothing, furnishings	563	511	660	692	776	724	622	699	661	734	869	1,487	8,998
562,3,8	Women's clothing spec., furrier	2,003	1,879	2,572	2,405	2,612	2,331	2,387	2,639	2,571	2,745	2,994	4,460	31,598
562	Womens ready-to-wear	1,717	1,624	2,297	2,164	2,355	2,115	2,185	2,381	2,311	2,459	2,653	3,937	28,198
565	Family clothing stores	1,161	1,089	1,556	1,463	1,605	1,450	1,405	1,802	1,500	1,615	1,892	3,080	19,618
566	Shoe stores	740	703	1,026	914	996	892	827	1,103	967	966	1,013	1,366	11,513
58	Eating and drinking places	10,336	9,826	11,309	11,663	12,377	12,250	12,648	13,140	11,849	12,471	11,594	12,184	141,649
5812	Eating places	9,525	9,075	10,458	10,751	11,476	11,326	11,715	12,201	10,956	11,545	10,728	11,283	131,039
5812 pt.	Restaurants, lunchrooms, cafe	5,802	5,587	6,392	6,622	6,977	6,852	7,053	7,329	6,706	7,000	6,490	6,833	79,643
5812 pt.	Refreshment places	3,632	3,376	3,941	3,999	4,317	4,305	4,515	4,682	4,084	4,371	4,061	4,251	49,534
5813	Drinking pls. (alcoholic bev)	813	751	851	912	901	924	933	939	893	926	866	901	10,610
591	Drug & proprietary stores	3,828	3,619	3,997	3,865	4,118	3,994	4,030	4,060	3,899	4,101	4,033	5,597	49,141
592	Liquor stores	1,363	1,242	1,395	1,366	1,496	1,489	1,563	1,518	1,387	1,460	1,452	1,940	17,671
596	Nonstore retailers[1]	2,139	2,094	2,275	2,276	2,183	2,077	2,083	2,182	2,353	2,804	2,773	2,709	27,948
5961 pt.	Mail-order houses (department store merchandise)	260	238	286	308	290	265	290	309	298	372	446	407	3,769
53, 56, 57, 594	GAF, total[2]	22,743	22,046	27,856	27,170	30,211	28,206	27,722	31,040	28,762	30,751	35,362	55,103	366,972
	Adjusted for seasonal variations, holiday, and trading-day differences	See note 3										See	note 3	See note 4
	Retail trade, total	**117,303**	**117,200**	**116,684**	**117,715**	**118,675**	**118,960**	**119,804**	**121,523**	**128,331**	**121,656**	**121,082**	**126,580**	
	Total (excl. auto group)	90,912	91,160	91,658	91,358	91,511	91,859	92,374	92,750	93,013	93,221	93,313	94,371	
	Durable goods, total	44,315	43,949	43,279	44,874	45,554	45,596	46,312	47,912	54,617	47,679	47,019	51,837	
52	Bldg. mat., hardware, garden supply & mobile home dealers	6,958	6,908	7,143	7,384	6,947	6,998	7,080	7,205	7,350	7,317	7,162	7,293	
521,3	Bldg. mat., & supply stores	5,147	5,053	5,121	5,451	5,107	5,087	5,202	5,259	5,278	5,314	5,328	5,502	
525	Hardware stores	931	953	974	948	933	984	976	995	987	994	979	954	
55 ex 554	Automotive dealers	26,391	26,040	25,026	26,357	27,164	27,101	27,430	28,773	35,318	28,434	27,749	32,219	
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	24,367	24,002	23,029	24,369	25,151	25,096	25,436	26,729	33,262	26,390	25,724	30,264	
553	Auto & home supply stores	2,024	2,038	1,997	1,988	2,013	2,005	1,994	2,044	2,056	2,044	2,025	1,955	
57	Furniture, home furn. & equip strs	5,983	5,971	6,049	6,099	6,262	6,378	6,507	6,516	6,515	6,522	6,664	6,665	
571	Furniture & home furn. stores	3,263	3,300	3,329	3,338	3,373	3,404	3,470	3,488	3,512	3,515	3,535	3,544	
5722,32	Household appliance, radio & tv	2,268	2,244	2,268	2,301	2,426	2,509	2,557	2,538	2,487	2,502	2,580	2,576	
	Nondurable goods, total	72,988	73,251	73,405	72,841	73,121	73,364	73,492	73,611	73,714	73,976	74,043	74,753	
53	General mdse. group stores	13,335	13,621	13,801	13,860	13,730	13,766	13,873	14,063	13,850	13,898	13,775	14,006	
531	Department stores	11,330	11,532	11,705	11,774	11,716	11,784	11,926	12,134	11,941	11,929	11,852	12,015	
533	Variety stores	757	747	803	774	737	711	643	678	662	699	659	681	
539	Misc. gen. mdse stores	1,248	1,342	1,293	1,312	1,277	1,271	1,304	1,271	1,247	1,270	1,264	1,310	
54	Food stores	24,227	24,261	24,463	24,126	24,233	24,398	24,486	24,283	24,661	24,800	24,925	24,987	
541	Grocery stores	22,886	22,948	23,131	22,825	22,906	23,063	23,151	22,902	23,252	23,379	23,524	23,549	
554	Gasoline service stations	8,299	8,186	7,615	7,112	7,190	7,144	6,932	6,759	6,839	6,831	6,846	6,814	
56	Apparel & accessory stores	5,951	5,996	6,189	6,205	6,211	6,283	6,257	6,411	6,320	6,362	6,357	6,511	
561	Mens & boys clothing, furnishings	699	730	752	770	759	754	751	760	756	740	730	770	
562,3,8	Women's clothing, spec., furrier	2,510	2,492	2,562	2,548	2,553	2,625	2,632	2,679	2,670	2,668	2,695	2,786	
566	Shoe stores	896	924	937	941	951	955	954	1,025	980	971	977	1,016	
58	Eating & drinking places	11,311	11,255	11,400	11,651	11,710	11,722	11,810	11,956	11,945	12,073	12,140	12,509	
591	Drug & proprietary stores	3,946	3,925	4,017	4,022	4,089	4,118	4,155	4,168	4,161	4,180	4,171	4,177	
592	Liquor stores	1,501	1,489	1,520	1,493	1,497	1,519	1,499	1,464	1,471	1,482	1,421	1,389	

[P] Preliminary estimates. [1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [2] GAF represents stores which specialize in department store types of merchandise (see appendix A). [3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.) [4] For yearly totals, refer to unadjusted section above.

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 1. Estimated Monthly Retail Sales, by Kind of Business—Continued

(Data in millions of dollars)

SIC code	Kind of business	1985												
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
	Not adjusted for seasonal variations, holiday, or trading-day differences													
	Retail trade, total	98,466	95,336	109,934	112,946	120,188	114,777	115,225	120,772	113,842	115,750	118,080	138,646	1,373,941
	Total (excl. auto. group)	76,567	72,828	83,336	85,109	90,353	87,005	87,134	92,265	85,298	90,743	94,957	115,553	1,061,148
	Durable goods, total	35,453	35,354	41,444	43,816	47,158	44,592	44,919	46,053	45,165	42,787	41,120	46,346	514,207
52	Bldg. mat., hardware, garden supply & mobile home dealers	4,523	4,225	5,312	6,463	7,112	6,835	6,973	6,899	6,541	6,950	6,236	5,993	74,062
521,3,5	Bldg. mat., supply, hardware	4,022	3,735	4,697	5,552	6,100	5,913	6,062	6,082	5,741	6,236	5,491	5,302	64,933
521,3	Bldg. mat., supply stores	3,269	3,075	3,886	4,595	5,051	4,927	5,100	5,113	4,857	5,212	4,538	4,218	53,841
525	Hardware stores	753	660	811	957	1,049	986	962	969	884	1,024	953	1,084	11,092
55 ex 554	Automotive dealers	21,899	22,508	26,598	27,836	29,835	27,772	28,091	28,507	28,544	25,007	23,103	23,093	312,793
551,2,5, 6,7,9	Motor vehicle and misc. Automotive dealers	20,204	20,967	24,688	25,732	27,670	25,629	25,883	26,333	26,519	22,811	20,938	21,054	288,428
551,2	Motor vehicle dealers	19,356	19,802	23,054	23,694	25,555	23,661	24,236	24,842	25,135	21,691	19,935	20,080	271,041
551	Motor veh. (franchised)	18,642	19,013	22,163	22,623	24,526	22,600	23,216	23,829	24,190	20,792	19,192	19,442	260,228
553	Auto & Home supply stores	1,695	1,541	1,910	2,104	2,165	2,143	2,208	2,174	2,025	2,196	2,165	2,039	24,365
57	Furniture, home furn. & equip strs	4,950	4,705	5,243	5,095	5,465	5,381	5,457	5,816	5,509	5,983	6,406	8,102	68,112
571	Furniture & home furn. stores	2,681	2,600	2,934	2,873	3,115	3,014	3,036	3,277	3,033	3,245	3,422	3,693	36,923
5712	Furniture stores	1,697	1,639	1,845	1,774	1,936	1,877	1,857	2,034	1,872	1,983	2,130	2,271	22,915
5722,32	Household appliance, radio & tv	1,921	1,764	1,934	1,871	1,981	2,004	2,057	2,138	2,058	2,298	2,533	3,675	26,234
5722	Household appliance stores	614	565	621	608	692	706	755	736	696	778	785	1,016	8,572
5944	Jewelry stores	623	700	698	688	898	775	711	793	759	819	1,065	2,677	11,206
	Nondurable goods, total	63,013	59,982	68,490	69,129	73,030	70,185	70,306	74,719	68,677	72,963	76,940	92,300	859,734
53	General mdse. group stores	9,084	9,264	11,811	12,331	13,236	12,343	11,488	13,513	12,027	13,217	16,422	24,720	159,456
531,9	Dept. stores, misc. gen. mdse	8,541	8,697	11,115	11,595	12,484	11,648	10,814	12,761	11,357	12,522	15,647	23,376	150,557
531	Department stores	7,629	7,769	9,984	10,408	11,171	10,447	9,717	11,436	10,154	11,216	13,910	20,903	134,744
539	Misc. gen. mdse. stores	912	928	1,131	1,187	1,313	1,201	1,097	1,325	1,203	1,306	1,737	2,473	15,813
533	Variety stores	543	567	696	736	752	695	674	752	670	695	775	1,344	8,899
54	Food stores	22,344	20,852	23,149	22,731	24,368	23,601	24,148	24,837	22,753	23,709	24,297	25,409	282,198
541	Grocery stores	21,140	19,640	21,785	21,342	22,952	22,287	22,832	23,473	21,515	22,408	22,964	23,765	266,103
546	Retail bakeries	302	311	341	324	340	336	319	333	321	339	352	376	3,994
554	Gasoline service stations	7,836	7,063	7,947	8,348	8,794	8,774	9,070	9,005	8,380	8,647	8,285	8,618	100,767
56	Apparel & accessory stores	4,331	4,146	5,380	5,603	5,707	5,297	5,073	6,172	5,491	5,881	6,809	9,783	69,673
561	Mens & boys clothing, furnishings	556	482	579	660	696	664	567	645	600	691	854	1,342	8,336
562,3,8	Women's clothing spec., furrier	1,807	1,776	2,284	2,323	2,388	2,162	2,180	2,509	2,380	2,534	2,835	3,963	29,121
562	Womens ready-to-wear	1,570	1,545	2,049	2,101	2,130	1,948	1,969	2,252	2,128	2,252	2,487	3,444	25,875
565	Family clothing stores	1,046	1,022	1,359	1,390	1,445	1,368	1,314	1,748	1,391	1,500	1,864	2,885	18,332
566	Shoe stores	732	673	924	996	956	876	774	998	892	898	948	1,190	10,857
58	Eating and drinking places	9,550	9,327	10,813	10,843	11,560	11,514	11,673	11,979	10,987	11,307	10,754	10,728	131,035
5812	Eating places	8,762	8,585	9,984	10,012	10,704	10,668	10,833	11,164	10,185	10,471	9,940	9,894	121,202
5812 pt.	Restaurants, lunchrooms, cafe	5,399	5,334	6,176	6,181	6,568	6,475	6,569	6,777	6,340	6,522	6,127	6,012	74,480
5812 pt.	Refreshment places	3,283	3,158	3,717	3,731	4,003	4,062	4,154	4,264	3,723	3,819	3,682	3,749	45,345
5813	Drinking pls. (alcoholic bev)	788	742	829	831	856	846	840	815	802	836	814	834	9,833
591	Drug & proprietary stores	3,599	3,483	3,683	3,703	3,803	3,675	3,726	3,866	3,595	3,863	3,832	5,186	46,014
592	Liquor stores	1,349	1,230	1,363	1,375	1,447	1,450	1,514	1,532	1,491	1,430	1,544	2,077	17,802
596	Nonstore retailers[1]	2,062	1,957	2,154	2,169	2,151	1,919	2,007	2,120	2,194	2,830	2,800	2,587	26,950
5961 pt.	Mail-order houses (department store merchandise)	351	291	364	397	364	317	341	357	336	457	494	461	4,550
53, 56, 57, 594	GAF, total[2]	21,353	21,000	25,583	26,249	27,953	26,476	25,253	29,166	26,367	28,627	33,946	50,548	342,521
	Adjusted for seasonal variations, holiday, and trading-day differences												See note 3	See note 4
	Retail trade, total	110,511	111,935	111,989	114,256	113,982	113,468	114,620	116,349	118,499	114,947	115,354	116,687	
	Total (excl. auto group)	85,848	86,783	86,815	88,142	87,998	87,485	88,367	88,886	89,344	89,737	90,106	90,598	
	Durable goods, total	40,644	41,341	41,498	42,764	42,587	42,335	42,887	44,318	46,118	42,523	42,560	43,726	
52	Bldg. mat., hardware, garden supply & mobile home dealers	5,860	5,801	5,952	6,251	6,033	5,952	6,140	6,197	6,225	6,431	6,471	6,635	
521,3	Bldg. mat., & supply stores	4,207	4,207	4,342	4,554	4,408	4,356	4,416	4,513	4,510	4,683	4,674	4,837	
525	Hardware stores	893	878	901	928	906	887	902	929	929	1,019	945	948	
55 ex 554	Automotive dealers	24,663	25,152	25,184	26,114	25,994	25,963	26,253	27,463	29,155	25,210	25,248	26,089	
551,2,5 6,7,9	Motor vehicle and misc. automotive dealers	22,701	23,194	23,159	24,049	23,957	23,975	24,235	25,443	27,116	23,158	23,162	24,034	
553	Auto & home supply stores	1,962	1,958	2,025	2,065	2,037	2,008	2,018	2,020	2,039	2,052	2,086	2,055	
57	Furniture, home furn. & equip strs	5,314	5,505	5,491	5,475	5,647	5,554	5,602	5,698	5,775	5,895	5,878	5,981	
571	Furniture & home furn. stores	2,867	3,030	3,019	2,986	3,072	3,044	3,073	3,112	3,114	3,138	3,157	3,214	
5722,32	Household appliance, radio & tv	2,072	2,088	2,080	2,105	2,175	2,114	2,127	2,171	2,239	2,303	2,278	2,319	
	Nondurable goods, total	69,867	70,594	70,501	71,492	71,405	71,133	71,733	72,031	72,381	72,424	72,794	72,961	
53	General mdse. group stores	12,888	13,203	13,161	13,288	13,217	13,126	13,209	13,391	13,413	13,325	13,490	13,418	
531	Department stores	10,837	11,130	11,069	11,191	11,138	11,067	11,156	11,300	11,270	11,295	11,439	11,422	
533	Variety stores	733	757	758	760	750	748	739	742	767	730	726	725	
539	Misc. gen. mdse stores	1,318	1,316	1,334	1,337	1,329	1,311	1,314	1,349	1,376	1,300	1,325	1,271	
54	Food stores	23,123	23,188	23,073	23,445	23,370	23,337	23,508	23,565	23,846	23,782	23,969	24,243	
541	Grocery stores	21,794	21,846	21,720	22,093	22,006	22,023	22,189	22,228	22,529	22,453	22,625	22,895	
554	Gasoline service stations	8,214	8,156	8,270	8,571	8,472	8,428	8,524	8,503	8,388	8,403	8,377	8,466	
56	Apparel & accessory stores	5,472	5,632	5,691	5,680	5,763	5,703	5,771	5,870	5,890	5,918	5,968	5,950	
561	Mens & boys clothing, furnishings	694	688	694	693	697	681	685	690	686	704	709	703	
562,3,8	Women's clothing, spec., furrier	2,259	2,349	2,355	2,356	2,388	2,378	2,438	2,484	2,492	2,479	2,491	2,496	
566	Shoe stores	867	884	918	927	942	907	898	907	899	888	894	895	
58	Eating & drinking places	10,576	10,659	10,802	10,897	10,947	10,966	10,940	10,890	10,998	11,085	11,121	11,037	
591	Drug & proprietary stores	3,714	3,774	3,758	3,763	3,784	3,808	3,853	3,901	3,866	3,946	3,906	3,902	
592	Liquor stores	1,494	1,461	1,475	1,490	1,474	1,454	1,466	1,462	1,598	1,461	1,482	1,499	

[p] Preliminary estimates.

[1] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Estimates for the months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

[4] For yearly totals, refer to unadjusted section above.

NOTE: U.S. and group totals include kinds of business not shown separately. Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

SIC code	Kind of business	Percent change in retail sales		
		Dec.1986 from--		12 mos. 1986 from 12 mos. 1985
		Dec.1985	Nov.1986	
	Data Not Adjusted[1]			
	Retail trade, total	+9.1	+25.2	+5.2
	Total (excl. auto. group)	+5.5	+26.3	+4.5
	Durable goods, total	+20.3	+26.8	+9.5
52	Building materials, hardware, garden supply, and mobile homes dealers	+12.3	-.8	+15.8
521,3,5	Bldg. mat., supply, hardware stores	+13.8	-.1	+14.7
521,3	Bldg. materials and supply stores	+16.7	-2.8	+16.8
523	Paint, glass, wallpaper stores*	+1.4	-6.2	+16.8
525	Hardware stores	+2.4	+14.1	+4.7
55 ex 554	Automotive dealers	+27.3	+21.0	+7.8
551,2,5, 6,7,9	Motor vehicle and misc. automotive dealers	+30.2	+23.2	+8.5
551,2	Motor vehicle dealers	+28.6	+23.4	+8.1
551	Motor vehicle dlrs. (franchised)	+28.7	+24.7	+8.5
553	Auto and home supply stores	-2.7	-3.0	-.7
57	Furniture, home furn., & equip. stores	+13.8	+29.9	+12.3
571	Furniture, and home furn. stores	+11.8	+10.4	+11.4
5712	Furniture stores	+9.9	+9.9	+9.5
5713	Floor covering stores*	+16.2	+2.2	+13.7
5722,32	Household appliance, radio & TV	+13.6	+48.1	+12.6
5722	Household appliance stores	+5.2	+38.8	+3.2
5732	Radio and television stores*	+16.7	+51.6	+17.1
5733	Music stores*	+25.2	+69.9	+18.4
5941	Sporting goods strs. & bicycle shops*	+6.4	+61.1	+4.9
5942	Book stores*	+19.3	+84.3	+7.7
5944	Jewelry stores	+15.4	+158.1	+14.2
5946	Camera, photographic supply stores*	+5.4	+63.4	+6.7
5999 pt.	Optical goods stores*	+26.8	+7.4	+14.1
	Nondurable goods, total	+3.5	+24.4	+2.6
53	General merchandise group stores	+4.9	+56.7	+4.0
531,9	Dept. strs., misc. gen. mdse. strs	+5.4	+55.4	+4.5
531	Department stores	+5.6	+55.2	+5.3
539	Misc. general mdse. stores	+3.6	+57.0	-2.6
533	Variety stores	-4.3	+87.2	-4.6
54	Food stores	+4.4	+8.0	+4.1
541	Grocery stores	+4.1	+6.7	+4.2
542	Meat and fish (seafood) markets*	-8.7	+18.3	-13.0
543	Fruit stores & vegetable markets*	-12.3	+20.8	-2.1
544	Candy, nut, confectionery stores*	-18.6	+105.3	+7.9
546	Retail bakeries	+22.6	+13.5	+12.3
554	Gasoline service stations	-19.7	+3.7	-14.5
56	Apparel and accessory stores	+10.2	+52.6	+8.1
561	Men's & boy's clothing, furnishings	+10.8	+71.1	+7.9
562,3,8	Women's cloth., spec. strs., furriers	+12.5	+49.0	+8.5
562	Women's ready-to-wear stores	+14.3	+48.4	+9.0
565	Family clothing stores	+6.8	+62.8	+7.0
566	Shoe stores	+14.8	+34.8	+6.0
58	Eating and drinking places	+13.6	+5.1	+8.1
5812	Eating places	+14.0	+5.2	+8.1
5812 pt.	Restaurants, lunchrooms, cafes	+13.7	+5.3	+6.9
5812 pt.	Refreshment places	+13.4	+4.7	+9.2
5813	Drinking places (alcoholic bevs.)	+8.0	+4.0	+7.9
591	Drug & proprietary stores	+7.9	+38.8	+6.8
592	Liquor stores	-6.6	+33.6	-.7
5943	Stationery stores*	+15.2	+50.5	-.3
596	Nonstore retailers[2]	+4.7	-2.3	+3.7
5961 pt.	Mail-order houses (department store merchandise)	-11.7	-8.7	-17.2
598	Fuel and ice dealers*	-26.6	+30.7	-11.8
5983	Fuel and oil dealers*	-30.7	+26.1	-14.0
53,56,57, 594	GAF, total[3]	+9.0	+55.8	+7.1
	Data Adjusted[4]			
	Retail trade, total	+8.5	+4.6	See note 5
	Total (ex. automotive group)	+4.2	+1.1	
	Durable goods, total	+18.5	+10.2	
52	Building materials, hardware, garden supply, and mobile homes dealers	+9.9	+1.8	
521,3	Bldg. materials and supply stores	+13.7	+3.3	
525	Hardware stores	+.6	-2.6	
55 ex 554	Automotive dealers	+23.5	+16.1	
551,2,5, 6,7,8	Motor vehicle and misc. automotive dealers	+25.9	+17.6	
553	Auto and home supply stores			
57	Furniture, home furn., & equip. stores	+11.4	.0	
571	Furniture and home furn. stores	+10.3	+.3	
5722,32	Hshd. appl., radio and TV stores	+11.1	-.5	
	Nondurable goods, total	+2.5	+1.0	
53	General merchandise group stores	+4.4	+1.7	
531	Department stores	+5.2	+1.4	
533	Variety stores	-6.1	+3.3	
539	Misc. general mdse. stores	+3.1	+3.6	
54	Food stores	+3.1	+.2	
541	Grocery stores	+2.9	+.1	
554	Gasoline service stations	-19.5	-.5	
56	Apparel and accessory stores	+9.4	+2.4	
561	Men's & boy's clothing, furnishings	+9.5	+5.5	
562,3,8	Women's cloth., spec. strs., furriers	+11.6	+3.4	
566	Shoe stores	+13.5	+4.0	
58	Eating and drinking places	+13.3	+3.0	
591	Drug & proprietary stores	+7.0	+.1	
592	Liquor stores	-7.3	-2.3	

*See appendix A, Percent Change in Sales.

[1] Data not adjusted for seasonal variations, holiday, or trading-day differences.
[2] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order.
[3] GAF represents stores which specialize in department store types of merchandise (see appendix A).
[4] Data adjusted for seasonal variations, holiday, and trading-day differences.
[5] For yearly totals, refer to unadjusted section above.

NOTE: Measures of sampling variability for unadjusted data are shown in table B-1.

Table 2A. Month-to-Month and Long-Term Percent Changes in Retail Sales

(Based on seasonally adjusted data)

Kind of business	Month-to-month percent change			Three-month percent change		Average monthly rates of change		
				Oct.1986 through Dec.1986 from--				
	Dec. 1986 from Nov. 1986	Nov. 1986 from Oct. 1986	Oct. 1986 from Sept. 1986	July 1986 through Sept.1986	Oct.1985 through Dec. 1985	Dec. 1986 from Oct. 1986 (3-mo. span)	Dec. 1986 from July 1986 (6-mo. span)	Dec. 1986 from Dec. 1985 (12-mo. span)
Retail trade, total	+4.6	-.5	-5.2	-.1	+6.4	-.4	+1.1	+.7
Durable goods, total	+10.2	-1.4	-12.7	-1.5	+13.8	-1.3	+2.5	+1.6
Nondurable goods, total	+1.0	+.1	+.4	+.9	+2.1	+.5	+.3	+.2

FIGURE 2. **Estimated Sales of All Retail Stores, by Kind of Business, as a Percentage of Total Retail Sales: 1986**

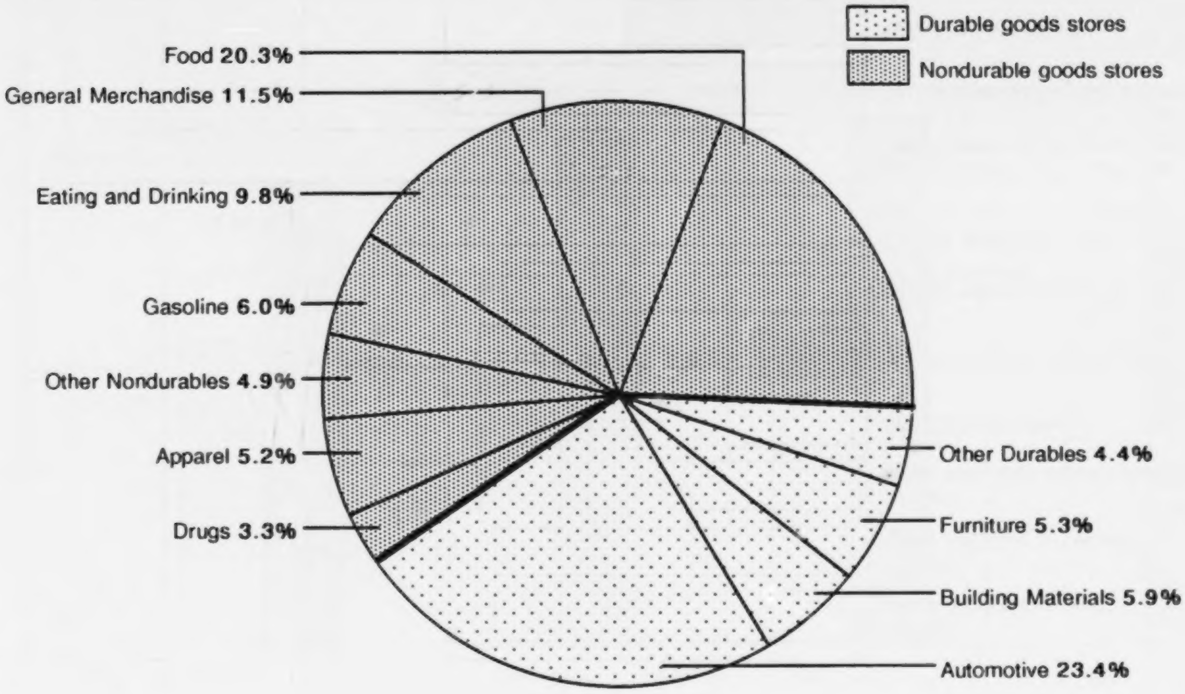


FIGURE 3.

Percent Change in Cumulative Retail Sales, 12 Months 1986 From 12 Months 1985

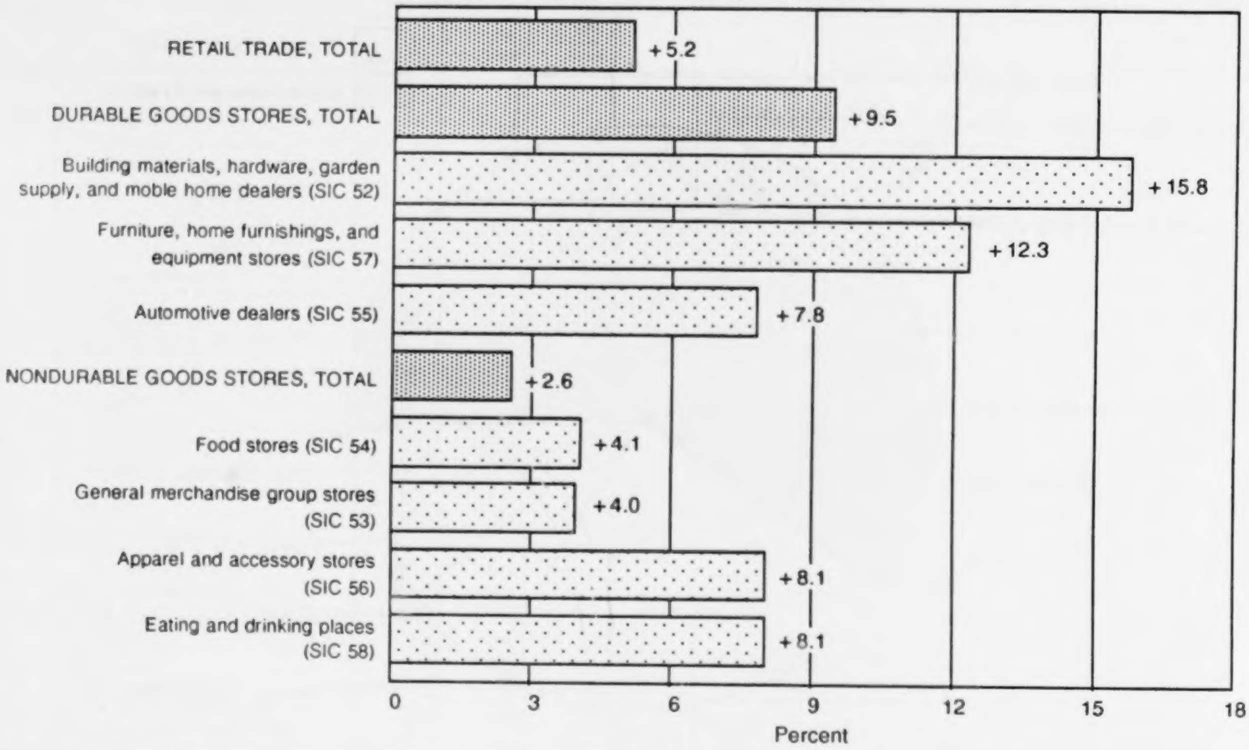
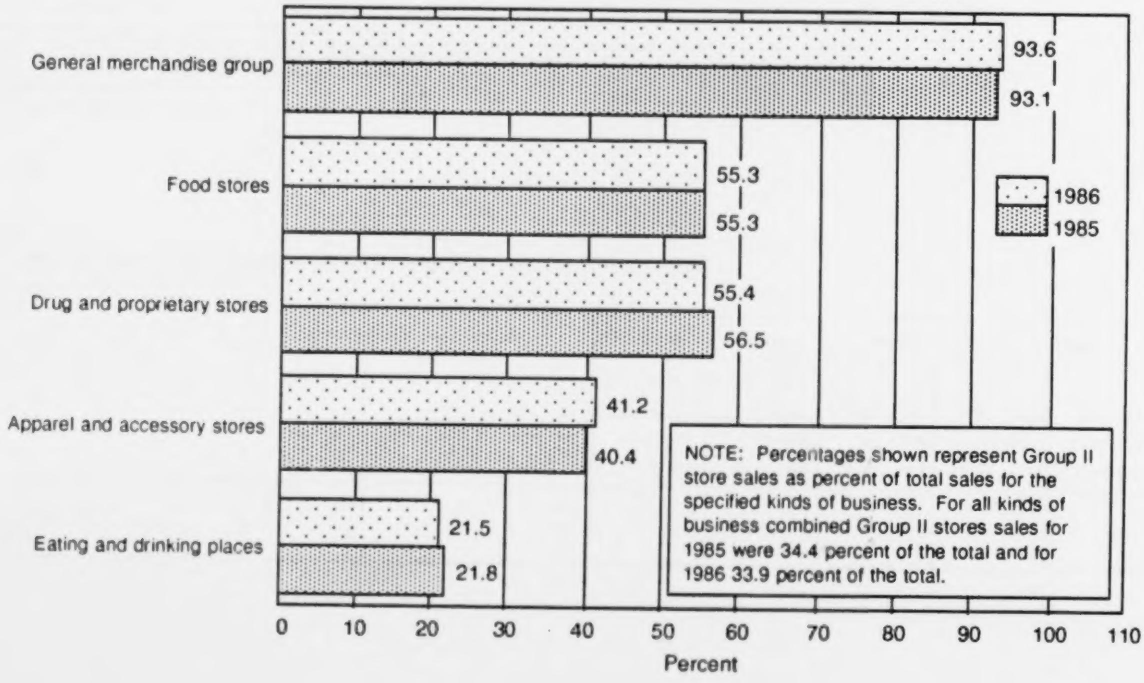


FIGURE 4.

Sales of Group II Stores and Percentage of Retail Sales for Selected Kinds of Business: 1986 and 1985



NOTE: Percentages shown represent Group II store sales as percent of total sales for the specified kinds of business. For all kinds of business combined Group II stores sales for 1985 were 34.4 percent of the total and for 1986 33.9 percent of the total.

FIGURE 5.

Annual Per Capita Retail Sales: 1983-1986

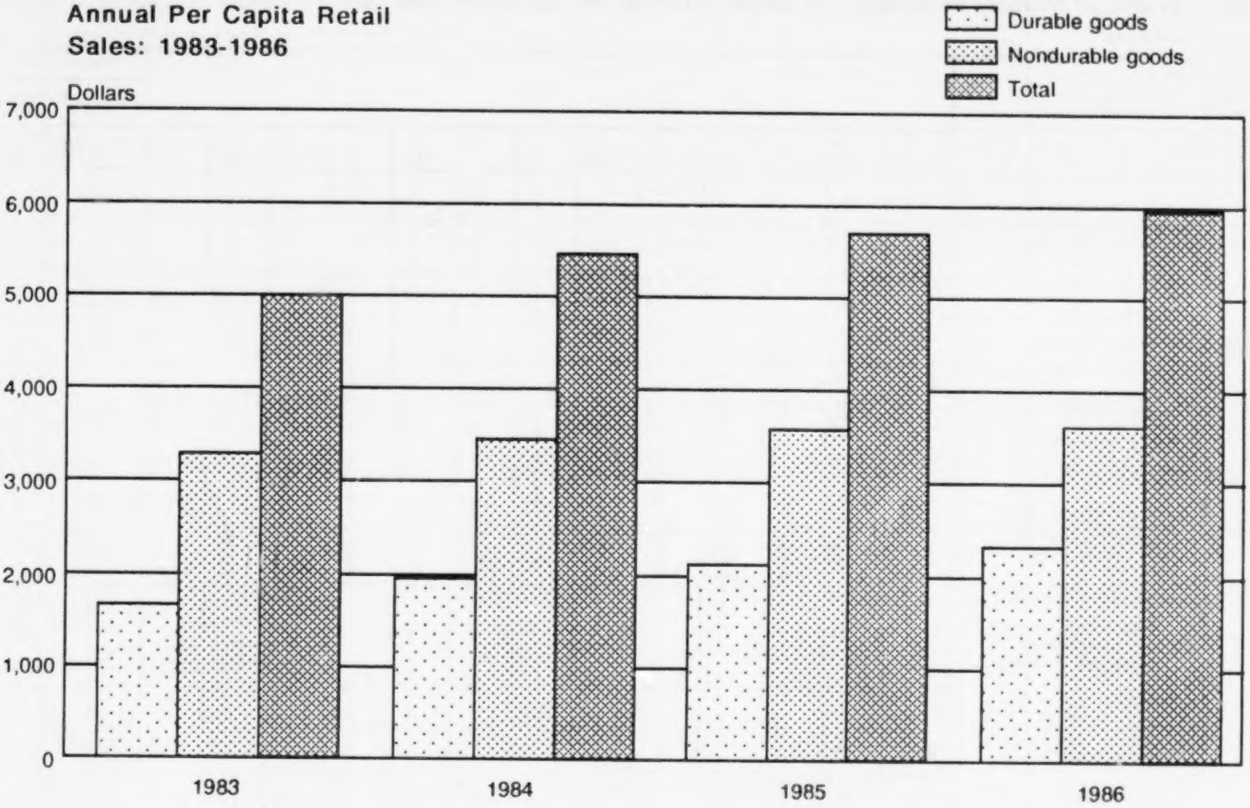


FIGURE 6.

Average Monthly Retail Sales: October 1985-December 1986

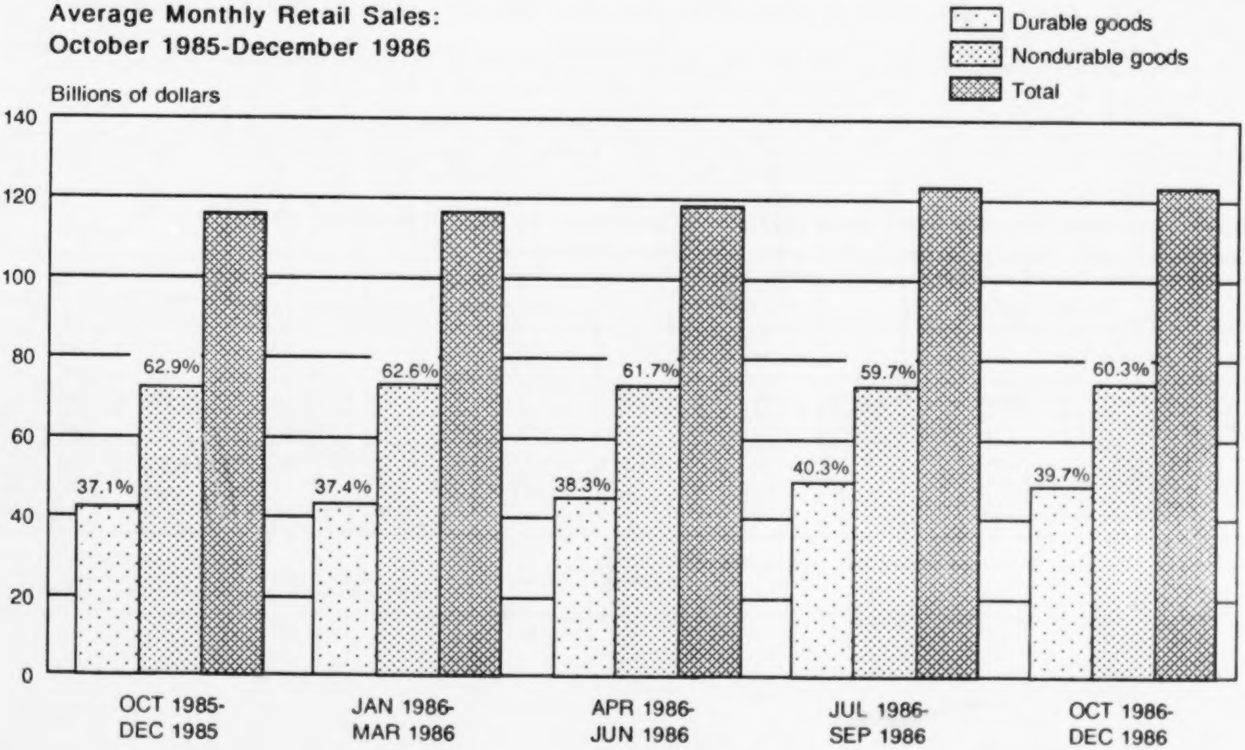


Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986													Percent change		
															Dec. 1986 from--		12 mo 1986 from 12 mo 1985
		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.^{p}	Total	Dec. 1985	Nov. 1986	
	Not adjusted for seasonal variations, holiday, or trading-day differences																
	Retail trade, total	34,526	32,703	39,075	37,972	41,666	38,836	39,353	41,598	38,559	41,309	44,490	60,058	490,145	+5.8	+35.0	+3.8
	Durable goods, total	2,679	2,554	3,116	3,361	3,704	3,567	3,733	3,710	3,582	3,816	4,173	6,299	44,294	+20.1	+50.9	+10.6
553	Auto and home supply stores	361	341	412	451	466	449	500	494	465	520	501	496	5,456	+13.5	-1.0	+11.5
	Nondurable goods, total	31,847	30,149	35,959	34,611	37,962	35,269	35,620	37,888	34,977	37,493	40,317	53,759	445,851	+4.3	+33.3	+3.2
53	General mdse. group stores	8,708	8,911	11,863	11,690	13,158	11,964	11,415	13,026	11,721	12,806	15,518	24,388	155,168	+5.0	+57.2	+4.6
531	Department stores	7,628	7,731	10,353	10,239	11,518	10,569	10,127	11,598	10,447	11,331	13,646	21,163	136,350	+5.7	+55.1	+5.5
533	Variety stores	461	444	670	590	631	540	479	537	454	524	558	1,086	6,974	-6.9	+94.6	-7.7
539	Misc. general mdse. stores	619	736	840	861	1,009	855	809	891	820	951	1,314	2,139	11,844	+5.9	+62.8	+1.4
54	Food stores	13,401	12,073	13,419	12,835	14,165	13,063	13,947	13,889	13,032	13,858	13,680	15,016	162,378	+5.9	+9.8	+4.0
541	Grocery stores	13,235	11,904	13,225	12,677	13,992	12,897	13,781	13,721	12,874	13,685	13,511	14,643	160,145	+5.5	+8.4	+3.9
56	Apparel and accessory stores	1,743	1,726	2,561	2,318	2,533	2,340	2,244	2,846	2,458	2,569	2,981	4,714	31,033	+11.3	+58.1	+10.4
562,3,8	Women's clothing, spec., furs	785	788	1,126	1,027	1,107	1,043	1,062	1,201	1,095	1,160	1,350	2,103	13,847	+14.3	+55.8	+11.7
562	Women's ready-to-wear	768	769	1,100	1,004	1,084	1,022	1,042	1,177	1,070	1,133	1,319	2,050	13,538	+14.0	+55.4	+11.9
565	Family clothing stores	453	438	665	613	678	613	575	775	645	681	817	1,344	8,297	+5.5	+64.5	+6.9
566	Shoe stores	356	352	550	476	519	467	428	608	487	484	521	752	6,000	+13.8	+44.3	+11.0
5812	Eating places	2,268	2,125	2,485	2,459	2,588	2,564	2,728	2,770	2,554	2,714	2,513	2,601	30,369	+8.1	+3.5	+6.9
591	Drug and proprietary stores	2,083	1,939	2,213	2,079	2,251	2,185	2,186	2,222	2,141	2,238	2,247	3,440	27,224	+8.4	+53.1	+4.6
	Adjusted for seasonal variations, holiday, and trading-day differences	See note 1										See	note 1	See note 2			See note 2
	Retail trade, total	40,077	40,282	40,533	40,284	40,276	40,473	41,024	41,222	41,111	41,225	41,215	41,748		+4.1	+1.3	
553	Auto and home supply stores	424	437	436	443	434	433	464	475	460	478	480	471		+11.3	-1.9	
53	General mdse. group stores	12,454	12,724	12,962	12,963	12,886	12,889	13,014	13,185	12,974	12,991	12,849	13,051		+4.5	+1.6	
531	Department stores	10,851	11,060	11,266	11,301	11,270	11,316	11,482	11,680	11,480	11,457	11,372	11,495		+5.2	+1.1	
533	Variety stores	640	607	695	641	616	594	534	544	529	550	529	556		-8.9	+5.1	
541	Grocery stores	13,156	13,125	13,225	13,096	13,175	13,269	13,484	13,347	13,552	13,563	13,661	13,672		+3.5	+.1	
56	Apparel and accessory stores	2,435	2,497	2,543	2,544	2,542	2,578	2,597	2,648	2,614	2,617	2,619	2,680		+10.8	+2.3	
562,3,8	Women's clothing, spec., furs	1,099	1,111	1,113	1,101	1,107	1,146	1,161	1,174	1,177	1,171	1,188	1,222		+14.0	+2.9	
566	Shoe stores	452	477	482	507	503	508	518	547	496	488	495	514		+12.2	+3.8	
591	Drug and proprietary stores	2,207	2,169	2,220	2,224	2,238	2,260	2,268	2,300	2,310	2,326	2,305	2,339		+7.5	+1.5	

^{p}Preliminary estimates.

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

[2] For yearly totals, refer to unadjusted section above.

NOTE: The group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multiestablishment files which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which varied by kinds of business).Group totals include kinds of business not shown separately.

Table 4. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business: 1985

(Data in millions of dollars, adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec.[1]
	Retail trade, total	38,271	38,733	38,776	39,086	39,132	39,014	39,240	39,534	39,683	39,668	40,026	40,108
553	Auto & home supply stores	400	396	402	402	404	399	393	400	420	419	427	423
53	General mdse. group stores	11,986	12,268	12,242	12,322	12,275	12,166	12,281	12,466	12,441	12,397	12,578	12,486
531	Department stores	10,365	10,634	10,600	10,723	10,663	10,564	10,674	10,846	10,808	10,827	10,983	10,928
533	Variety stores	624	641	646	645	640	636	629	630	654	621	606	610
541	Grocery stores	12,639	12,635	12,653	12,820	12,816	12,851	12,871	12,738	13,015	12,938	13,002	13,206
56	Apparel & accessory stores	2,178	2,233	2,263	2,284	2,295	2,295	2,323	2,379	2,368	2,409	2,451	2,418
562,3,8	Women's clothing, spec., furs	950	977	992	1,001	999	1,013	1,036	1,041	1,055	1,063	1,095	1,072
566	Shoe stores	428	434	432	440	450	450	447	465	452	460	453	458
591	Drug & proprietary stores	2,118	2,158	2,143	2,094	2,144	2,147	2,189	2,239	2,187	2,215	2,171	2,175

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 5. Estimated Monthly Retail Sales, by Selected Kinds of Business for Regions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Region and kind of business	1986													1985		Percent change		
																Dec. 1986 from--		12 mo 1986 from 12 mo 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[p]	Total	Dec.	Total	Dec 1985	Nov. 1986	
Northeast																		
Retail trade, total	**23,451**	**21,903**	**24,984**	**25,380**	**27,907**	**26,836**	**26,740**	**27,471**	**28,195**	**27,847**	**27,680**	**34,347**	**322,741**	**30,786**	**295,642**	**+11.6**	**+24.1**	**+9.2**
Durable goods, total	8,076	7,841	9,053	9,957	10,932	10,854	10,530	10,574	12,212	10,672	9,954	12,490	123,145	9,792	103,711	+27.6	+25.5	+18.7
Bldg., mat., hardware, garden supply, mobile home dealers	1,109	958	1,165	1,479	1,716	1,710	1,672	1,672	1,669	1,708	1,477	1,401	17,736	1,213	14,260	+15.5	-5.1	+24.4
Automotive dealers	4,771	4,768	5,563	6,078	6,541	6,544	6,264	6,230	7,765	6,165	5,455	6,503	72,647	4,456	60,572	+45.9	+19.2	+19.9
Furniture, home furn. and equipment stores	1,207	1,180	1,262	1,284	1,420	1,378	1,429	1,428	1,421	1,503	1,585	2,097	17,194	1,863	15,010	+12.6	+32.3	+14.6
Nondurable goods, total	15,375	14,062	15,931	15,423	16,975	15,982	16,210	16,897	15,983	17,175	17,726	21,857	199,596	20,994	191,931	+4.1	+23.3	+4.0
General mdse. group stores	1,761	1,857	2,442	2,458	2,901	2,578	2,384	2,807	2,624	2,861	3,535	5,484	33,692	5,125	32,001	+7.0	+55.1	+5.3
Department stores	1,487	1,552	2,084	2,107	2,509	2,219	2,013	2,410	2,271	2,460	3,055	4,720	28,887	4,395	27,262	+7.4	+54.5	+6.0
Food stores	5,392	4,844	5,378	5,139	5,679	5,397	5,733	5,689	5,406	5,741	5,654	6,124	66,176	5,588	61,519	+9.6	+8.3	+7.6
Grocery stores	5,049	4,500	4,965	4,749	5,263	4,997	5,322	5,259	4,959	5,279	5,209	5,537	61,088	5,137	56,608	+7.8	+6.3	+7.9
Gasoline service stations	1,650	1,449	1,466	1,331	1,428	1,429	1,411	1,356	1,270	1,293	1,226	1,259	16,568	1,720	19,683	-26.8	+2.7	-15.8
Apparel & accessory stores	1,163	1,081	1,505	1,466	1,701	1,456	1,353	1,686	1,646	1,728	1,938	2,797	19,520	2,461	17,685	+13.7	+44.3	+10.4
Eating & drinking places	2,276	2,098	2,373	2,494	2,711	2,682	2,852	2,924	2,588	2,814	2,513	2,621	30,946	2,459	29,479	+6.6	+4.3	+5.0
Drug & proprietary stores	785	751	848	842	898	888	896	906	878	928	919	1,234	10,773	1,026	9,564	+20.3	+34.3	+12.6
GAF, total[1]	4,919	4,871	6,048	6,006	6,963	6,361	6,029	6,895	6,697	7,073	8,223	12,653	82,738	11,443	75,530	+10.6	+53.9	+9.5
Midwest[2]																		
Retail trade, total	**24,301**	**23,176**	**26,772**	**27,729**	**29,951**	**28,856**	**28,569**	**29,251**	**29,758**	**29,547**	**28,587**	**34,903**	**341,400**	**32,369**	**329,778**	**+7.8**	**+22.1**	**+3.5**
Durable goods, total	8,665	8,620	10,041	11,174	12,018	11,887	11,402	11,374	12,985	11,435	10,047	12,344	131,992	10,510	122,728	+17.5	+22.9	+7.5
Bldg. mat., hardware, garden supply, mobile home dealers	1,026	945	1,224	1,636	1,816	1,819	1,794	1,784	1,679	1,758	1,495	1,502	18,478	1,300	16,803	+15.5	+.5	+10.0
Automotive dealers	5,582	5,775	6,624	7,384	7,804	7,716	7,222	7,118	8,934	7,146	5,851	6,762	83,918	5,513	78,425	+22.7	+15.6	+7.0
Furniture, home furn. and equipment stores	1,225	1,075	1,263	1,247	1,299	1,311	1,379	1,384	1,348	1,434	1,489	1,947	16,401	1,855	14,805	+5.0	+30.8	+10.8
Nondurable goods, total	15,636	14,556	16,731	16,555	17,933	16,969	17,167	17,877	16,773	18,112	18,540	22,559	209,408	21,859	207,050	+3.2	+21.7	+1.1
General mdse. group stores	2,384	2,324	3,181	3,228	3,554	3,264	3,168	3,584	3,211	3,607	4,334	6,494	42,333	6,098	40,455	+6.5	+49.8	+4.6
Department stores	2,098	2,039	2,821	2,854	3,147	2,919	2,800	3,208	2,876	3,207	3,890	5,789	37,648	5,419	35,477	+6.8	+48.8	+6.1
Food stores	5,353	4,870	5,334	5,177	5,768	5,374	5,659	5,579	5,202	5,580	5,500	5,937	65,333	5,723	64,146	+3.7	+7.9	+1.9
Grocery stores	5,132	4,648	5,081	4,929	5,479	5,113	5,410	5,308	4,963	5,334	5,252	5,612	62,261	5,399	60,764	+3.9	+6.9	+2.5
Gasoline service stations	2,211	1,913	1,894	1,845	1,986	2,066	2,003	1,949	1,835	1,870	1,766	1,798	23,136	2,446	28,863	-26.5	+1.8	-19.8
Apparel & accessory stores	1,018	897	1,294	1,216	1,316	1,174	1,154	1,360	1,234	1,369	1,537	2,287	15,856	2,108	14,935	+8.5	+48.8	+6.2
Eating & drinking places	2,220	2,254	2,608	2,716	2,804	2,774	2,862	3,006	2,839	2,990	2,753	2,855	32,681	2,270	28,842	+25.8	+3.7	+13.3
Drug & proprietary stores	992	931	993	949	1,042	1,010	1,024	1,033	983	1,030	1,003	1,321	12,311	1,306	11,796	+1.1	+31.7	+4.4
GAF, total[1]	5,179	4,838	6,350	6,305	6,927	6,482	6,404	7,130	6,506	7,146	8,256	12,512	84,035	11,642	79,109	+7.5	+51.6	+6.2
South																		
Retail trade, total	**35,370**	**33,284**	**38,538**	**38,749**	**41,775**	**39,475**	**40,014**	**40,971**	**40,835**	**40,430**	**39,658**	**49,824**	**478,923**	**46,050**	**458,564**	**+8.2**	**+25.6**	**+4.4**
Durable goods, total	13,649	12,834	14,645	15,595	16,831	16,076	16,262	16,325	18,207	16,093	14,770	18,600	189,987	15,815	178,201	+17.6	+25.9	+6.6
Bldg. mat., hardware, garden supply, mobile home dealers	2,065	1,948	2,649	3,041	2,999	2,910	2,893	2,672	2,717	2,757	2,340	2,287	31,278	2,271	27,883	+.7	-2.3	+12.2
Automotive dealers	8,405	7,901	8,690	9,326	10,283	9,661	9,785	9,880	11,796	9,503	8,176	9,856	113,262	8,051	109,603	+22.4	+20.5	+3.3
Furniture, home furn. and equipment stores	1,869	1,722	1,941	1,907	2,037	2,093	2,190	2,258	2,232	2,232	2,433	3,086	26,000	2,651	23,084	+16.4	+26.8	+12.6
Nondurable goods, total	21,721	20,450	23,893	23,154	24,944	23,399	23,752	24,646	22,628	24,337	24,888	31,224	289,036	30,235	280,363	+3.3	+25.5	+3.1
General mdse. group stores	3,192	3,300	4,485	4,332	4,786	4,306	4,159	4,710	4,114	4,647	5,697	8,960	56,688	8,512	54,210	+5.3	+57.3	+4.6
Department stores	2,604	2,676	3,655	3,537	3,930	3,586	3,504	3,968	3,458	3,889	4,715	7,296	46,818	6,794	43,746	+7.4	+54.7	+7.0
Food stores	8,138	7,476	8,353	8,017	8,710	8,233	8,652	8,563	7,991	8,447	8,172	8,831	99,583	8,626	96,874	+2.4	+8.1	+2.8
Grocery stores	7,859	7,208	8,050	7,735	8,419	7,945	8,357	8,260	7,702	8,145	7,871	8,456	96,007	8,270	93,223	+2.2	+7.4	+3.0
Gasoline service stations	2,624	2,293	2,317	2,302	2,445	2,351	2,351	2,231	2,169	2,246	2,148	2,230	27,707	2,733	31,660	-18.4	+3.8	-12.5
Apparel & accessory stores	1,514	1,448	2,105	1,879	2,010	1,779	1,748	2,125	1,809	1,965	2,136	3,394	23,912	3,164	22,350	+7.3	+58.9	+7.0
Eating & drinking places	3,324	3,130	3,649	3,821	4,069	3,996	4,113	4,212	3,732	3,912	3,638	3,850	45,446	3,407	41,778	+13.0	+5.8	+8.8
Drug & proprietary stores	1,281	1,229	1,361	1,288	1,353	1,281	1,292	1,308	1,257	1,340	1,319	1,839	16,148	1,714	14,882	+7.3	+39.4	+8.5
GAF, total[1]	7,512	7,370	9,543	9,079	9,952	9,230	9,148	10,269	9,278	10,108	11,737	18,422	121,648	16,771	113,014	+9.8	+57.0	+7.6
West																		
Retail trade, total	**22,520**	**21,298**	**23,942**	**23,852**	**25,788**	**25,184**	**25,413**	**26,366**	**25,857**	**25,231**	**24,864**	**32,188**	**302,503**	**29,441**	**289,957**	**+9.3**	**+29.5**	**+4.3**
Durable goods, total	8,595	8,174	9,104	9,372	10,075	9,993	10,034	10,429	10,928	9,812	9,223	12,332	118,071	10,229	109,567	+20.6	+33.7	+7.8
Bldg. mat., hardware, garden supply, mobile home dealers	1,193	1,145	1,363	1,546	1,598	1,689	1,674	1,652	1,715	1,712	1,473	1,538	18,298	1,209	15,116	+27.2	+4.4	+21.1
Automotive dealers	5,053	4,884	5,364	5,454	5,948	5,819	5,730	6,008	6,606	5,373	4,814	6,282	67,335	5,073	64,193	+23.8	+30.5	+4.9
Furniture, home furn. and equipment stores	1,264	1,124	1,251	1,246	1,338	1,307	1,362	1,442	1,413	1,483	1,592	2,091	16,913	1,733	15,213	+20.7	+31.3	+11.2
Nondurable goods, total	13,925	13,124	14,838	14,480	15,713	15,191	15,379	15,937	14,929	15,419	15,641	19,856	184,432	19,212	180,390	+3.4	+26.9	+2.2
General mdse. group stores	2,046	2,069	2,553	2,480	2,776	2,607	2,534	2,821	2,591	2,646	2,975	4,982	33,080	4,985	32,790	-.1	+67.5	+.9
Department stores	1,765	1,782	2,209	2,146	2,399	2,247	2,202	2,451	2,261	2,254	2,562	4,266	28,544	4,295	28,259	-.7	+66.5	+1.0
Food stores	5,065	4,623	5,148	5,021	5,478	5,202	5,415	5,376	5,063	5,333	5,239	5,631	62,594	5,472	59,659	+2.9	+7.5	+4.9
Grocery stores	4,709	4,274	4,757	4,636	5,074	4,823	5,034	4,991	4,698	4,948	4,863	5,145	57,952	4,959	55,508	+3.8	+5.8	+4.4
Gasoline service stations	1,582	1,467	1,496	1,463	1,583	1,605	1,625	1,574	1,599	1,613	1,535	1,636	18,778	1,719	20,561	-4.8	+6.6	-8.7
Apparel & accessory stores	999	975	1,224	1,176	1,286	1,271	1,278	1,435	1,303	1,287	1,456	2,305	15,995	2,050	14,703	+12.4	+58.3	+8.8
Eating & drinking paces	2,518	2,344	2,679	2,632	2,793	2,798	2,821	2,998	2,690	2,755	2,690	2,858	32,576	2,592	30,936	+10.3	+6.2	+5.3
Drug & proprietary stores	770	708	795	786	825	815	818	813	781	803	792	1,203	9,909	1,140	9,772	+5.5	+51.9	+1.4
GAF, total[1]	5,133	4,967	5,915	5,780	6,369	6,133	6,141	6,746	6,281	6,424	7,146	11,516	78,551	10,692	74,868	+7.7	+61.2	+4.9

[p] Preliminary estimates.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[2] The Midwest was formerly designated the North Central States.

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-2. States in geographic regions are shown in appendix E.

Table 6. Estimated Monthly Retail Sales, by Selected Kinds of Business for Geographic Divisions

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Geographic division and kind of business	1986													1985		Percent change		
																Dec. 1986 from--		12 mo 1986 from 12 mo 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[p]	Total	Dec.	Total	Dec. 1985	Nov. 1986	
New England	**7,150**	**6,664**	**7,480**	**7,630**	**8,359**	**8,110**	**8,214**	**8,451**	**8,635**	**8,469**	**8,345**	**10,384**	**97,891**	**9,108**	**88,124**	**+14.0**	**+24.4**	**+11.1**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	4,780	4,336	4,797	4,693	5,078	4,750	4,906	5,196	4,862	5,243	5,373	6,551	60,565	6,266	57,551	+4.5	+21.9	+5.2
Gen. mdse. group stores	513	539	702	717	839	749	707	841	775	840	1,031	1,593	9,846	1,471	9,123	+8.3	+54.5	+7.9
Department stores	407	411	555	571	673	599	563	676	628	674	826	1,279	7,862	1,179	7,293	+8.5	+54.8	+7.8
Food stores	1,534	1,360	1,494	1,470	1,630	1,519	1,671	1,712	1,597	1,699	1,638	1,771	19,095	1,562	17,805	+13.4	+8.1	+7.2
GAF, total[1]	1,238	1,261	1,590	1,598	1,834	1,680	1,600	1,882	1,788	1,873	2,204	3,397	21,945	3,070	19,840	+10.7	+54.1	+10.6
Middle Atlantic	**16,301**	**15,239**	**17,504**	**17,750**	**19,548**	**18,726**	**18,526**	**19,020**	**19,560**	**19,378**	**19,335**	**23,963**	**224,850**	**21,678**	**207,518**	**+10.5**	**+23.9**	**+8.4**
Durable goods, total	5,706	5,513	6,370	7,020	7,651	7,494	7,222	7,319	8,439	7,446	6,982	8,657	85,819	6,950	73,138	+24.6	+24.0	+17.3
Automotive dealers	3,311	3,257	3,846	4,212	4,475	4,404	4,204	4,224	5,278	4,252	3,769	4,400	49,632	3,089	41,950	+42.4	+16.7	+18.3
Nondurable goods, total	10,595	9,726	11,134	10,730	11,897	11,232	11,304	11,701	11,121	11,932	12,353	15,306	139,031	14,728	134,380	+3.9	+23.9	+3.5
Gen. mdse. group stores	1,248	1,318	1,740	1,741	2,062	1,829	1,677	1,966	1,849	2,021	2,504	3,891	23,846	3,654	22,878	+6.5	+55.4	+4.2
Department stores	1,080	1,141	1,529	1,536	1,836	1,620	1,450	1,734	1,643	1,786	2,229	3,441	21,025	3,216	19,969	+7.0	+54.4	+5.3
Food stores	3,858	3,484	3,884	3,669	4,049	3,878	4,062	3,977	3,809	4,042	4,016	4,353	47,081	4,026	43,714	+8.1	+8.4	+7.7
Gasoline service stations	1,103	956	981	884	951	958	951	900	831	840	786	796	10,937	1,152	13,649	-30.9	+1.3	-19.9
Apparel & accessory strs.	869	792	1,116	1,083	1,295	1,095	1,020	1,252	1,242	1,301	1,454	2,108	14,627	1,856	13,288	+13.6	+45.0	+10.1
Eating & drinking places	1,498	1,393	1,594	1,642	1,807	1,807	1,890	1,952	1,745	1,893	1,692	1,779	20,692	1,676	20,120	+6.1	+5.1	+2.8
Drug & proprietary stores	588	553	644	643	672	680	695	686	656	703	688	905	8,113	747	6,926	+21.2	+31.5	+17.1
GAF, total[1]	3,681	3,610	4,458	4,408	5,129	4,681	4,429	5,013	4,909	5,200	6,019	9,256	60,793	8,373	55,690	+10.5	+53.8	+9.2
East North Central	**16,969**	**16,300**	**18,923**	**19,572**	**21,180**	**20,548**	**20,210**	**20,586**	**20,959**	**20,858**	**20,322**	**24,795**	**241,222**	**22,888**	**231,032**	**+8.3**	**+22.0**	**+4.4**
Durable goods, total	5,975	6,021	7,021	7,827	8,466	8,459	7,965	7,802	8,989	7,920	7,027	8,616	92,088	7,441	84,814	+15.8	+22.6	+8.6
Automotive dealers	3,879	4,047	4,664	5,177	5,502	5,559	5,069	4,860	6,220	4,926	4,035	4,629	58,567	3,883	54,171	+19.2	+14.7	+8.1
Furniture, home furn. strs.	843	764	912	913	945	960	1,005	1,006	971	1,069	1,114	1,446	11,948	1,326	10,715	+9.0	+29.8	+11.5
Nondurable goods, total	10,994	10,279	11,902	11,745	12,714	12,089	12,245	12,784	11,970	12,938	13,295	16,179	149,134	15,447	146,218	+4.7	+21.7	+2.0
Gen. mdse. group stores	1,661	1,616	2,236	2,273	2,474	2,291	2,231	2,514	2,258	2,542	3,050	4,572	29,718	4,313	28,422	+6.0	+49.9	+4.6
Department stores	1,480	1,443	2,008	2,033	2,220	2,068	1,982	2,270	2,043	2,282	2,768	4,116	26,713	3,878	25,273	+6.1	+48.7	+5.7
Food stores	3,647	3,325	3,668	3,542	3,976	3,690	3,945	3,889	3,592	3,827	3,784	4,089	44,974	3,893	44,003	+5.0	+8.1	+2.2
Gasoline service stations	1,547	1,347	1,333	1,271	1,368	1,453	1,434	1,407	1,312	1,327	1,257	1,278	16,334	1,671	19,924	-23.5	+1.7	-18.0
Apparel & accessory strs.	758	661	963	907	994	886	850	1,006	920	1,015	1,161	1,713	11,834	1,576	11,156	+8.7	+47.5	+6.1
Eating & drinking places	1,574	1,640	1,889	1,960	2,065	2,046	2,063	2,199	2,070	2,184	2,037	2,105	23,832	1,600	20,866	+31.6	+3.3	+14.2
Drug & proprietary stores	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	3,669	3,435	4,557	4,545	4,981	4,682	4,609	5,110	4,668	5,174	5,994	9,059	60,483	8,405	56,770	+7.8	+51.1	+6.5
West North Central	**7,332**	**6,876**	**7,849**	**8,157**	**8,771**	**8,308**	**8,359**	**8,665**	**8,799**	**8,689**	**8,265**	**10,108**	**100,178**	**9,481**	**98,746**	**+6.6**	**+22.3**	**+1.5**
Durable goods, total	2,690	2,599	3,020	3,347	3,552	3,428	3,437	3,572	3,996	3,515	3,020	3,728	39,904	3,069	37,914	+21.5	+23.4	+5.2
Automotive dealers	1,703	1,728	1,960	2,207	2,302	2,157	2,153	2,258	2,714	2,220	1,816	2,133	25,351	1,630	24,254	+30.9	+17.5	+4.5
Nondurable goods, total	4,642	4,277	4,829	4,810	5,219	4,880	4,922	5,093	4,803	5,174	5,245	6,380	60,274	6,412	60,832	-.5	+21.6	-.9
Gen. mdse. group stores	723	708	945	955	1,080	973	937	1,070	953	1,065	1,284	1,922	12,615	1,785	12,033	+7.7	+49.7	+4.8
Department stores	618	596	813	821	927	851	818	938	833	925	1,122	1,673	10,935	1,541	10,204	+8.6	+49.1	+7.2
Food stores	1,706	1,545	1,666	1,635	1,792	1,684	1,714	1,690	1,610	1,753	1,716	1,848	20,359	1,830	20,143	+1.0	+7.7	+1.1
Gasoline service stations	664	566	561	574	618	613	569	542	523	543	509	520	6,802	775	8,939	-32.9	+2.2	-23.9
Apparel & accessory strs.	260	236	331	309	322	288	304	354	314	354	376	574	4,022	532	3,779	+7.9	+52.7	+6.4
GAF, total[1]	1,510	1,403	1,793	1,760	1,946	1,800	1,795	2,020	1,838	1,972	2,262	3,453	23,552	3,237	22,339	+6.7	+52.7	+5.4
South Atlantic	**18,748**	**17,664**	**20,445**	**20,657**	**22,199**	**20,836**	**20,986**	**21,556**	**21,757**	**21,352**	**21,125**	**26,425**	**253,750**	**24,042**	**237,802**	**+9.9**	**+25.1**	**+6.7**
Durable goods, total	7,844	7,377	8,351	8,978	9,674	9,167	9,151	9,199	10,354	9,093	8,527	10,629	108,344	8,855	98,720	+20.0	+24.7	+9.7
Automotive dealers	4,825	4,576	4,967	5,423	5,966	5,537	5,517	5,605	6,755	5,435	4,867	5,815	65,288	4,507	61,441	+29.0	+19.5	+6.3
Furniture, home furn. strs.	1,015	958	1,081	1,036	1,126	1,164	1,213	1,237	1,203	1,211	1,317	1,683	14,244	1,461	12,431	+15.2	+27.8	+14.6
Nondurable goods, total	10,904	10,287	12,094	11,679	12,525	11,669	11,835	12,357	11,403	12,259	12,598	15,796	145,406	15,187	139,082	+4.0	+25.4	+4.5
Gen. mdse. group stores	1,564	1,642	2,214	2,170	2,374	2,124	2,023	2,323	2,061	2,314	2,908	4,610	28,327	4,327	26,816	+6.5	+58.5	+5.6
Department stores	1,250	1,303	1,775	1,739	1,912	1,749	1,675	1,918	1,704	1,899	2,348	3,653	22,925	3,393	21,321	+7.7	+55.6	+7.5
Food stores	4,024	3,635	4,113	3,937	4,294	4,048	4,296	4,261	3,961	4,178	4,021	4,338	49,106	4,250	47,459	+2.1	+7.9	+3.5
Gasoline service stations	1,431	1,263	1,269	1,257	1,294	1,216	1,242	1,233	1,188	1,229	1,153	1,197	14,972	1,445	16,505	-17.2	+3.8	-9.3
Apparel & accessory strs.	717	687	1,054	946	1,011	908	861	1,051	906	990	1,079	1,682	11,892	1,513	10,555	+11.2	+55.9	+12.7
GAF, total[1]	3,805	3,786	4,900	4,678	5,096	4,764	4,669	5,240	4,777	5,184	6,076	9,514	62,489	8,551	56,653	+11.3	+56.6	+10.3
East South Central	**5,536**	**5,162**	**6,076**	**6,174**	**6,774**	**6,525**	**6,811**	**6,959**	**6,702**	**6,874**	**6,616**	**8,143**	**78,352**	**7,364**	**73,528**	**+10.6**	**+23.1**	**+6.6**
Durable goods, total	1,917	1,853	2,200	2,352	2,634	2,549	2,686	2,735	2,870	2,612	2,271	2,847	29,526	2,288	26,074	+24.4	+25.4	+13.2
Nondurable goods, total	3,619	3,309	3,876	3,822	4,140	3,976	4,125	4,224	3,832	4,262	4,345	5,296	48,826	5,076	47,454	+4.3	+21.9	+2.9
Gen. mdse. group stores	544	556	796	785	852	772	746	835	720	836	1,025	1,557	10,024	1,506	9,455	+3.4	+51.9	+6.0
Department stores	422	424	613	606	661	605	598	676	583	681	822	1,229	7,920	1,134	7,240	+8.4	+49.5	+9.4
Apparel & accessory strs.	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
GAF, total[1]	1,111	1,088	1,497	1,460	1,577	1,444	1,460	1,623	1,444	1,614	1,877	2,945	19,140	2,681	17,566	+9.8	+56.9	+9.0
West South Central	**11,086**	**10,458**	**12,017**	**11,918**	**12,802**	**12,114**	**12,217**	**12,456**	**12,376**	**12,204**	**11,917**	**15,256**	**146,821**	**14,644**	**147,234**	**+4.2**	**+28.0**	**-.3**
Durable goods, total	3,888	3,604	4,094	4,265	4,523	4,360	4,425	4,391	4,983	4,388	3,972	5,124	52,017	4,672	53,407	+9.7	+29.0	-2.6
Automotive dealers	2,308	2,086	2,249	2,364	2,518	2,423	2,501	2,455	3,035	2,372	1,926	2,404	28,641	2,283	31,457	+5.3	+24.8	-9.0
Nondurable goods, total	7,198	6,854	7,923	7,653	8,279	7,754	7,792	8,065	7,393	7,816	7,945	10,132	94,804	9,972	93,827	+1.6	+27.5	+1.0
Gen. mdse. group stores	1,084	1,102	1,475	1,377	1,560	1,410	1,390	1,552	1,333	1,497	1,764	2,793	18,337	2,679	17,939	+4.3	+58.3	+2.2
Department stores	932	949	1,267	1,192	1,357	1,232	1,231	1,374	1,171	1,309	1,545	2,414	15,973	2,267	15,185	+6.5	+56.2	+5.2
Food stores	2,783	2,664	2,899	2,756	2,955	2,759	2,834	2,811	2,671	2,770	2,740	2,986	33,628	2,981	33,380	+.2	+9.0	+.7
Apparel & accessory strs.	601	566	748	656	702	614	625	772	652	700	750	1,232	8,618	1,194	8,575	+3.2	+64.3	+.5
GAF, total[1]	2,596	2,496	3,146	2,941	3,279	3,022	3,019	3,406	3,057	3,310	3,784	5,963	40,019	5,539	38,795	+7.7	+57.6	+3.2
Mountain	**5,719**	**5,353**	**5,908**	**5,818**	**6,301**	**6,034**	**6,130**	**6,448**	**6,385**	**6,266**	**6,071**	**7,787**	**74,220**	**7,383**	**73,148**	**+5.5**	**+28.3**	**+1.5**
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	3,569	3,380	3,811	3,628	3,910	3,704	3,852	4,076	3,845	3,976	3,958	5,069	46,778	4,841	46,636	+4.7	+28.1	+.3
Gen. mdse. group stores	492	499	635	600	679	628	610	696	625	685	801	1,362	8,312	1,249	8,119	+9.0	+70.0	+2.4
Department stores	403	401	523	502	571	520	510	578	525	558	664	1,055	6,810	998	6,451	+5.7	+58.9	+5.6
Food stores	1,386	1,269	1,411	1,342	1,440	1,335	1,414	1,420	1,333	1,406	1,390	1,530	16,676	1,462	16,549	+4.7	+10.1	+.8
GAF, total[1]	1,208	1,164	1,439	1,343	1,460	1,362	1,381	1,602	1,457	1,537	1,701	2,801	18,455	2,617	17,762	+7.0	+64.7	+3.9
Pacific	**16,801**	**15,945**	**18,034**	**18,034**	**19,487**	**19,150**	**19,283**	**19,918**	**19,472**	**18,965**	**18,793**	**24,401**	**228,283**	**22,058**	**216,809**	**+10.6**	**+29.8**	**+5.3**
Durable goods, total	6,445	6,201	7,007	7,182	7,684	7,663	7,756	8,057	8,388	7,522	7,110	9,614	90,629	7,687	83,055	+25.1	+35.2	+9.1
Automotive dealers	3,819	3,727	4,217	4,242	4,572	4,500	4,478	4,729	5,115	4,162	3,735	4,964	52,260	3,910	49,416	+27.0	+32.9	+5.8
Furniture, home furn. strs.	972	872	962	962	1,037	1,013	1,051	1,097	1,074	1,133	1,231	1,607	13,011	1,329	11,620	+20.9	+30.5	+12.0
Nondurable goods, total	10,356	9,744	11,027	10,852	11,803	11,487	11,527	11,861	11,084	11,443	11,683	14,787	137,654	14,371	133,754	+2.9	+26.6	+2.9
Gen. mdse. group stores	1,554	1,570	1,918	1,880	2,097	1,979	1,924	2,125	1,966	1,961	2,174	3,620	24,768	3,736	24,671	-3.1	+66.5	+.4
Depatment stores	1,362	1,381	1,686	1,644	1,828	1,727	1,692	1,873	1,736	1,696	1,898	3,211	21,734	3,297	21,808	-2.6	+69.2	-.3
Food stores	3,679	3,354	3,737	3,679	4,038	3,867	4,001	3,956	3,730	3,927	3,849	4,101	45,918	4,010	43,110	+2.3	+6.5	+6.5
Gasoline service stations	1,071	1,021	1,067	1,062	1,148	1,159	1,121	1,113	1,052	1,100	1,080	1,149	13,143	1,173	14,096	-2.0	+6.4	-6.8
Apparel & accessory strs.	784	768	940	917	1,027	1,041	1,027	1,118	1,038	1,027	1,180	1,848	12,715	1,594	11,673	+15.9	+56.6	+8.9
Eating & drinking places	1,950	1,774	2,037	2,003	2,119	2,116	2,127	2,225	1,996	2,061	2,070	2,181	24,659	2,011	23,688	+8.5	+5.4	+4.1
Drug & proprietary stores	632	575	643	632	652	646	645	638	619	640	629	962	7,913	933	7,631	+3.1	+52.9	+3.7
GAF, total[1]	3,925	3,803	4,476	4,437	4,909	4,771	4,760	5,144	4,824	4,887	5,445	8,715	60,096	8,075	57,106	+7.9	+60.1	+5.2

[p] Preliminary estimates.

S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-3. States in geographic divisions are shown in appendix E.

Table 7. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Large States

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

State and kind of business	1986													1985		Percent change		
																Dec. 1986 from--		12 mo 1986 from 12 mo 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.^{p}	Total	Dec.	Total	Dec. 1985	Nov. 1986	
California, total	13,260	12,539	14,131	14,082	15,118	14,828	14,878	15,322	15,129	14,692	14,514	18,951	177,444	17,359	169,100	+9.2	+30.6	+4.9
Durable goods, total	5,288	5,042	5,708	5,823	6,193	6,199	6,248	6,457	6,762	6,058	5,758	7,887	73,423	6,350	66,690	+24.2	+37.0	+10.1
Nondurable goods, total	7,972	7,497	8,423	8,259	8,925	8,629	8,630	8,865	8,367	8,634	8,756	11,064	104,021	11,009	102,410	+.5	+26.4	+1.6
Department stores	1,070	1,092	1,316	1,288	1,438	1,365	1,310	1,445	1,368	1,319	1,467	2,520	16,998	2,626	17,195	-4.0	+71.8	-1.1
GAF, total[1]	2,973	2,917	3,422	3,369	3,741	3,631	3,575	3,859	3,666	3,696	4,074	6,633	45,556	6,244	43,697	+6.2	+62.8	+4.3
Florida, total	6,118	5,886	6,518	6,317	6,647	6,273	6,290	6,429	6,553	6,501	6,522	8,232	78,286	7,359	71,260	+11.9	+26.2	+9.9
Durable goods, total	2,825	2,696	2,810	2,848	3,053	2,920	2,902	2,917	3,334	2,995	2,903	3,603	35,806	3,036	31,172	+18.7	+24.1	+14.9
Nondurable goods, total	3,293	3,190	3,708	3,469	3,594	3,353	3,388	3,512	3,219	3,506	3,619	4,629	42,480	4,323	40,088	+7.1	+27.9	+6.0
Department stores	449	474	606	563	601	553	543	611	526	597	722	1,142	7,387	1,068	6,931	+6.9	+58.2	+6.6
GAF, total[1]	1,441	1,413	1,730	1,584	1,620	1,559	1,552	1,693	1,538	1,727	1,958	3,064	20,879	2,705	18,528	+13.3	+56.5	+12.7
Illinois, total	4,561	4,355	5,132	5,288	5,720	5,524	5,528	5,576	5,584	5,765	5,651	6,944	65,628	6,315	62,896	+10.0	+22.9	+4.3
Nondurable goods, total	2,965	2,776	3,289	3,238	3,508	3,291	3,359	3,490	3,313	3,551	3,644	4,446	40,870	4,363	40,455	+1.9	+22.0	+1.0
Department stores	387	376	521	527	580	546	512	581	524	582	704	1,057	6,897	1,027	6,641	+2.9	+50.1	+3.9
GAF, total[1]	1,038	985	1,299	1,291	1,445	1,329	1,292	1,437	1,308	1,462	1,721	2,582	17,189	2,334	15,999	+10.6	+50.0	+7.4
Indiana, total	2,256	2,239	2,447	2,515	2,734	2,652	2,594	2,793	2,852	2,858	2,798	3,293	32,031	2,884	30,654	+14.2	+17.7	+4.5
Nondurable goods, total	1,538	1,441	1,661	1,624	1,779	1,670	1,687	1,800	1,679	1,852	1,881	2,286	20,898	2,066	20,314	+10.6	+21.5	+2.9
Department stores	174	171	247	243	269	249	241	280	242	277	345	524	3,262	489	3,043	+7.2	+51.9	+7.2
GAF, total[1]	419	386	540	521	555	534	521	601	542	611	701	1,055	6,986	997	6,516	+5.8	+50.5	+7.2
Louisiana, total	1,616	1,527	1,700	1,674	1,851	1,738	1,735	1,774	1,732	1,692	1,638	2,140	20,817	2,134	21,266	+.3	+30.6	-2.1
Nondurable goods, total	1,116	1,045	1,181	1,098	1,225	1,141	1,148	1,183	1,091	1,134	1,165	1,486	14,013	1,522	14,300	-2.4	+27.6	-2.0
Department stores	133	136	189	166	195	183	178	197	168	205	231	363	2,344	328	2,208	+10.7	+57.1	+6.2
GAF, total[1]	354	344	464	429	476	428	423	458	388	439	511	827	5,541	806	5,531	+2.6	+61.8	+.2
Maryland, total	2,077	1,979	2,414	2,419	2,671	2,505	2,550	2,675	2,712	2,597	2,568	3,239	30,406	2,812	27,552	+15.2	+26.1	+10.4
Nondurable goods, total	1,228	1,142	1,373	1,340	1,469	1,343	1,346	1,442	1,358	1,446	1,491	1,853	16,831	1,758	16,484	+5.4	+24.3	+2.1
Department stores	149	156	211	215	252	222	203	238	227	243	311	481	2,908	440	2,720	+9.3	+54.7	+6.9
GAF, total[1]	436	442	619	593	688	624	606	686	623	651	762	1,203	7,933	1,065	6,844	+13.0	+57.9	+15.9
Massachusetts, total	3,336	3,105	3,594	3,666	4,013	3,894	3,828	3,939	4,129	3,928	3,962	4,940	46,334	4,249	42,033	+16.3	+24.7	+10.2
Nondurable goods, total	2,082	1,901	2,140	2,118	2,310	2,131	2,192	2,300	2,162	2,328	2,368	2,902	26,934	2,734	25,706	+6.1	+22.6	+4.8
Department stores	193	198	264	268	317	281	261	312	297	317	384	598	3,690	552	3,442	+8.3	+55.7	+7.2
GAF, total[1]	590	598	773	759	870	797	731	865	833	879	1,034	1,635	10,364	1,450	9,396	+12.8	+58.1	+10.3
Michigan, total	3,912	3,788	4,384	4,514	5,039	4,802	4,655	4,730	4,852	4,722	4,592	5,664	55,654	5,317	51,910	+6.5	+23.3	+7.2
Durable goods, total	1,346	1,399	1,632	1,818	2,099	1,950	1,807	1,786	2,104	1,794	1,634	2,053	21,422	1,822	19,650	+12.7	+25.6	+9.0
Nondurable goods, total	2,566	2,389	2,752	2,696	2,940	2,852	2,848	2,944	2,748	2,928	2,958	3,611	34,232	3,495	32,260	+3.3	+22.1	+6.1
Department stores	403	381	504	513	571	539	514	570	535	587	690	974	6,781	889	6,275	+9.6	+41.2	+8.1
GAF, total[1]	971	896	1,163	1,164	1,312	1,223	1,208	1,309	1,201	1,314	1,497	2,208	15,466	2,045	14,329	+8.0	+47.5	+7.9
Minnesota, total	2,002	1,905	2,110	2,248	2,405	2,324	2,297	2,345	2,546	2,510	2,312	2,734	27,738	2,518	27,087	+8.6	+18.3	+2.4
Nondurable goods, total	1,177	1,122	1,239	1,256	1,408	1,334	1,327	1,387	1,318	1,396	1,397	1,662	16,023	1,626	15,731	+2.2	+19.0	+1.9
Department stores	161	157	211	210	234	220	205	239	219	244	287	416	2,803	391	2,672	+6.4	+44.9	+4.9
GAF, total[1]	385	354	451	460	490	469	463	522	497	530	598	882	6,101	795	5,500	+10.9	+47.5	+10.9
Missouri, total	2,287	2,204	2,590	2,578	2,784	2,561	2,602	2,808	2,692	2,615	2,592	3,209	31,522	2,933	30,689	+9.4	+23.8	+2.7
Nondurable goods, total	1,488	1,360	1,575	1,534	1,640	1,518	1,545	1,613	1,494	1,643	1,671	2,043	19,124	2,020	18,846	+1.1	+22.3	+1.5
Department stores	203	199	268	274	305	279	267	301	269	305	374	563	3,607	512	3,351	+10.0	+50.5	+7.6
GAF, total[1]	454	431	569	551	605	560	546	617	566	600	702	1,090	7,291	1,021	6,942	+6.8	+55.3	+5.0
New Jersey, total	3,868	3,499	4,052	4,202	4,672	4,438	4,406	4,450	4,538	4,534	4,569	5,760	52,988	5,128	48,260	+12.3	+26.1	+9.8
Nondurable goods, total	2,393	2,118	2,486	2,411	2,662	2,552	2,600	2,667	2,546	2,741	2,817	3,546	31,539	3,347	30,777	+5.9	+25.9	+2.5
Department stores	227	258	334	340	415	363	318	391	373	399	494	794	4,706	737	4,350	+7.7	+60.7	+8.2
GAF, total[1]	900	884	1,083	1,064	1,236	1,114	1,052	1,196	1,180	1,243	1,452	2,259	14,663	2,034	13,433	+11.1	+55.6	+9.2
New York, total	7,611	7,066	8,008	8,138	8,885	8,515	8,434	8,678	9,042	8,959	8,796	10,937	103,069	9,931	95,359	+10.1	+24.3	+8.1
Durable goods, total	2,629	2,491	2,854	3,148	3,337	3,284	3,168	3,248	3,867	3,409	3,125	3,918	38,478	3,165	33,196	+23.8	+25.4	+15.9
Nondurable goods, total	4,982	4,575	5,154	4,990	5,548	5,231	5,266	5,430	5,175	5,550	5,671	7,019	64,591	6,766	62,163	+3.7	+23.8	+3.9
Department stores	482	503	658	659	807	714	626	752	725	776	933	1,459	9,094	1,374	8,689	+6.2	+56.4	+4.7
GAF, total[1]	1,805	1,735	2,102	2,110	2,496	2,278	2,131	2,409	2,410	2,495	2,803	4,337	29,111	3,951	26,279	+9.8	+54.7	+10.8
North Carolina, total	2,635	2,409	2,724	2,858	3,209	3,087	3,092	3,274	3,220	3,033	2,996	3,878	36,415	3,483	34,379	+11.3	+29.4	+5.9
Nondurable goods, total	1,544	1,456	1,669	1,611	1,846	1,706	1,706	1,821	1,622	1,710	1,796	2,318	20,805	2,262	19,757	+2.5	+29.1	+5.3
Department stores	134	131	190	195	214	198	198	216	192	211	259	407	2,545	385	2,363	+5.7	+57.1	+7.7
GAF, total[1]	497	477	627	623	712	652	647	716	647	693	832	1,312	8,435	1,211	7,932	+8.3	+57.7	+6.3
Ohio, total	4,506	4,284	5,029	5,243	5,484	5,367	5,327	5,326	5,453	5,285	5,053	6,298	62,655	5,879	60,689	+7.1	+24.6	+3.2
Durable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	2,761	2,536	2,924	2,917	3,078	2,910	2,994	3,117	2,860	3,124	3,254	4,069	36,544	3,843	36,991	+5.9	+25.0	-1.2
Department stores	366	367	530	541	575	528	510	594	531	606	735	1,131	7,014	1,063	6,697	+6.4	+53.9	+4.7
GAF, total[1]	861	820	1,105	1,105	1,173	1,121	1,118	1,222	1,128	1,247	1,438	2,262	14,600	2,144	13,916	+5.5	+57.3	+4.9
Pennsylvania, total	4,822	4,674	5,444	5,410	5,991	5,773	5,686	5,892	5,980	5,885	5,970	7,266	68,793	6,619	63,899	+9.8	+21.7	+7.7
Durable goods, total	1,602	1,641	1,950	2,081	2,304	2,324	2,248	2,288	2,580	2,244	2,105	2,525	25,892	2,004	22,459	+26.0	+20.0	+15.3
Nondurable goods, total	3,220	3,033	3,494	3,329	3,687	3,449	3,438	3,604	3,400	3,641	3,865	4,741	42,901	4,615	41,440	+2.7	+22.7	+3.5
Department stores	371	380	537	537	614	543	506	591	545	611	802	1,188	7,225	1,105	6,930	+7.5	+48.1	+4.3
GAF, total[1]	976	991	1,273	1,234	1,397	1,289	1,246	1,408	1,319	1,462	1,764	2,660	17,019	2,388	15,978	+11.4	+50.8	+6.5
Tennessee, total	2,030	1,894	2,330	2,388	2,553	2,417	2,508	2,471	2,427	2,485	2,373	2,952	28,828	2,800	26,575	+5.4	+24.4	+8.5
Nondurable goods, total	1,273	1,159	1,402	1,406	1,465	1,405	1,433	1,459	1,355	1,477	1,504	1,852	17,190	1,861	16,857	-.5	+23.1	+2.0
Department stores	153	153	222	217	237	217	214	241	211	247	304	453	2,869	420	2,645	+7.9	+49.0	+8.5
GAF, total[1]	430	411	573	554	600	533	546	600	538	617	721	1,110	7,233	1,075	6,695	+3.3	+54.0	+8.0
Texas, total	7,400	7,038	8,135	8,109	8,619	8,195	8,298	8,419	8,431	8,338	8,117	10,358	99,457	9,882	99,390	+4.8	+27.6	+.1
Durable goods, total	2,644	2,468	2,836	2,973	3,144	3,034	3,129	3,081	3,524	3,135	2,853	3,615	36,436	3,236	37,138	+11.7	+26.7	-1.9
Nondurable goods, total	4,756	4,570	5,299	5,136	5,475	5,161	5,169	5,338	4,907	5,203	5,264	6,743	63,021	6,646	62,252	+1.5	+28.1	+1.2
Department stores	611	629	825	775	879	791	801	897	767	834	987	1,563	10,359	1,498	9,955	+4.3	+58.4	+4.1
GAF, total[1]	1,768	1,712	2,099	1,980	2,200	2,032	2,039	2,326	2,121	2,270	2,570	4,051	27,168	3,723	26,249	+8.8	+57.6	+3.5
Virginia, total	2,550	2,354	2,882	2,927	3,082	2,911	2,901	2,989	3,065	3,045	2,968	3,665	35,339	3,310	33,613	+10.7	+23.5	+5.1
Nondurable goods, total	1,625	1,545	1,867	1,813	1,955	1,841	1,845	1,881	1,789	1,893	1,912	2,403	22,369	2,280	21,591	+5.4	+25.7	+3.6
Department stores	157	161	227	224	255	230	220	251	236	252	327	500	3,040	460	2,809	+8.7	+52.9	+8.2
GAF, total[1]	478	464	615	618	679	612	605	689	660	704	865	1,295	8,284	1,119	7,522	+15.7	+49.7	+10.1
Wisconsin, total	1,734	1,634	1,931	2,012	2,203	2,203	2,106	2,161	2,218	2,228	2,228	2,596	25,254	2,493	24,883	+4.1	+16.5	+1.5
Durable goods, total	570	497	655	742	794	837	749	728	848	745	670	829	8,664	813	8,685	+2.0	+23.7	-.2
Nondurable goods, total	1,164	1,137	1,276	1,270	1,409	1,366	1,357	1,433	1,370	1,483	1,558	1,767	16,590	1,680	16,198	+5.2	+13.4	+2.4
Department stores	150	148	206	209	225	206	205	245	211	230	294	430	2,759	410	2,617	+4.9	+46.3	+5.4
GAF, total[1]	380	346	450	464	496	475	470	541	489	540	637	952	6,242	885	6,010	+7.6	+49.5	+3.9

^{p}Preliminary estimates. S Data do not meet publication standards because of high sampling error.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: Totals include data for kinds of business not shown separately. Measures of sampling variability are shown in table B-4.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986													1985		Percent change		
																Dec. 1986 from—		12 mo 1986 from 12 mo 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. p	Total	Dec.	Total	Dec. 1985	Nov. 1986	
Standard Consolidated Areas																		
Chicago, Ill.-Northwestern Ind., total	**3,392**	**3,295**	**3,777**	**3,853**	**4,115**	**3,940**	**4,080**	**4,094**	**4,121**	**4,313**	**4,208**	**5,194**	**48,382**	**4,608**	**45,239**	+12.7	+23.4	+6.9
Nondurable goods, total	2,176	2,073	2,395	2,331	2,486	2,322	2,403	2,514	2,420	2,621	2,685	3,281	29,707	3,177	28,814	+3.3	+22.2	+3.1
Department stores	267	262	362	361	400	377	356	406	369	405	483	732	4,780	732	4,714	.0	+51.6	+1.4
GAF, total[2]	756	721	944	925	1,027	962	923	1,040	967	1,079	1,260	1,899	12,503	1,730	11,646	+9.8	+50.7	+7.4
New York, N.Y.-Northeastern N.J.-Southwestern Ct., total	**7,756**	**7,272**	**8,285**	**8,295**	**9,143**	**8,729**	**8,477**	**8,680**	**9,048**	**8,977**	**8,981**	**11,396**	**105,038**	**10,244**	**96,158**	+11.2	+26.9	+9.2
Nondurable goods, total	5,107	4,697	5,321	5,086	5,585	5,339	5,233	5,380	5,268	5,569	5,748	7,192	65,525	6,908	62,714	+4.1	+25.1	+4.5
Department stores	472	524	661	656	816	713	593	729	730	777	927	1,493	9,091	1,409	8,632	+6.0	+61.1	+5.3
GAF, total[2]	1,919	1,910	2,297	2,311	2,671	2,456	2,265	2,537	2,601	2,711	3,015	4,664	31,357	4,177	28,475	+11.7	+54.7	+10.1
Standard Metropolitan Statistical Areas																		
Anaheim-Santa Ana-Gar. Grove, Ca., total	**1,352**	**1,325**	**1,461**	**1,436**	**1,594**	**1,537**	**1,532**	**1,611**	**1,568**	**1,488**	**1,491**	**1,901**	**18,295**	**1,816**	**17,741**	+4.7	+27.5	+3.1
Nondurable goods, total	771	742	831	815	890	857	854	887	826	861	871	1,115	10,320	1,119	10,062	-.4	+28.0	+2.6
Department stores	108	111	129	130	143	138	130	139	136	136	150	264	1,714	276	1,749	-4.3	+76.0	-2.0
GAF, Total[2]	319	318	370	357	393	394	380	402	380	377	420	705	4,815	692	4,825	+1.9	+67.9	-.2
Atlanta, Ga., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	111	120	167	163	179	166	152	183	163	180	216	341	2,141	319	2,009	+6.9	+57.9	+6.6
GAF, total[2]	247	266	354	341	393	363	331	381	345	368	428	686	4,503	650	4,276	+5.5	+60.3	+5.3
Baltimore, Md., total	**958**	**913**	**1,081**	**1,099**	**1,239**	**1,133**	**1,155**	**1,222**	**1,213**	**1,234**	**1,207**	**1,483**	**13,937**	**1,315**	**12,945**	+12.8	+22.9	+7.7
Nondurable goods, total	652	609	686	687	754	689	691	745	687	742	777	951	8,670	913	8,536	+4.2	+22.4	+1.6
Department stores	67	70	97	97	115	104	88	107	102	112	147	226	1,332	207	1,248	+9.2	+53.7	+6.7
GAF, total[2]	200	197	258	257	286	265	249	285	278	296	350	549	3,470	502	3,210	+9.4	+56.9	+8.1
Boston, Mass[3]., total	**2,188**	**2,004**	**2,282**	**2,392**	**2,563**	**2,451**	**2,404**	**2,469**	**2,632**	**2,500**	**2,404**	**2,996**	**29,285**	**2,767**	**27,506**	+8.3	+24.6	+6.5
Nondurable goods, total	1,351	1,217	1,351	1,370	1,468	1,335	1,354	1,440	1,367	1,500	1,500	1,850	17,103	1,748	16,528	+5.8	+23.3	+3.5
Department stores	121	127	166	167	199	174	158	194	189	200	240	379	2,314	349	2,154	+8.6	+57.9	+7.4
GAF, total[2]	399	386	502	510	573	530	486	572	571	592	686	1,099	6,906	980	6,471	+12.1	+60.2	+6.7
Chicago, Ill., total	**3,123**	**3,052**	**3,500**	**3,557**	**3,830**	**3,669**	**3,777**	**3,805**	**3,847**	**4,028**	**3,936**	**4,866**	**44,990**	**4,295**	**41,731**	+13.3	+23.6	+7.8
Nondurable goods, total	1,968	1,884	2,188	2,120	2,268	2,119	2,196	2,298	2,218	2,402	2,471	3,016	27,148	2,926	26,258	+3.1	+22.1	+3.4
Department stores	249	244	336	333	370	349	329	375	343	376	447	677	4,428	678	4,377	-.1	+51.5	+1.2
GAF, total[2]	719	690	898	879	982	917	881	990	924	1,031	1,205	1,813	11,929	1,636	11,028	+10.8	+50.5	+8.2
Cleveland, Ohio, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	495	453	521	534	564	514	528	537	503	555	567	732	6,503	710	6,563	+3.1	+29.1	-.9
Department stores	68	68	95	104	108	99	95	110	103	109	129	205	1,293	200	1,275	+2.5	+58.9	+1.4
GAF, total[2]	171	164	215	225	239	221	213	242	226	239	279	447	2,881	438	2,823	+2.1	+60.2	+2.1
Dallas-Fort Worth, Tex., total	**1,824**	**1,756**	**2,042**	**2,081**	**2,262**	**2,177**	**2,256**	**2,324**	**2,489**	**2,439**	**2,312**	**2,856**	**26,818**	**2,506**	**25,994**	+14.0	+23.5	+3.2
Nondurable goods, total	1,148	1,087	1,281	1,279	1,378	1,318	1,297	1,386	1,433	1,462	1,414	1,754	16,237	1,649	15,948	+6.4	+24.0	+1.8
Department stores	168	169	224	212	242	216	210	238	208	235	273	443	2,838	430	2,742	+3.0	+62.3	+3.5
GAF, total[2]	450	453	578	553	629	575	566	673	683	714	770	1,183	7,827	988	7,142	+19.7	+53.6	+9.6
Detroit, Mich., total	**1,943**	**1,932**	**2,202**	**2,256**	**2,505**	**2,392**	**2,272**	**2,307**	**2,403**	**2,352**	**2,315**	**2,914**	**27,793**	**2,682**	**25,454**	+8.7	+25.9	+9.2
Nondurable goods, total	1,248	1,248	1,430	1,358	1,475	1,422	1,412	1,477	1,384	1,471	1,499	1,855	17,279	1,736	15,824	+6.9	+23.7	+9.2
Department stores	178	173	232	237	262	248	228	258	241	275	319	463	3,114	432	2,876	+7.2	+45.1	+8.3
GAF, total[2]	495	462	601	594	673	638	601	664	619	681	770	1,176	7,974	1,084	7,291	+8.5	+52.7	+9.4
Houston, Tex., total	**1,495**	**1,418**	**1,607**	**1,539**	**1,665**	**1,598**	**1,586**	**1,674**	**1,549**	**1,529**	**1,556**	**2,014**	**19,227**	**2,051**	**19,652**	-1.8	+29.4	-2.2
Nondurable goods, total	958	919	1,052	997	1,100	1,001	1,003	1,100	937	1,012	1,063	1,405	12,547	1,374	12,338	+2.3	+32.2	+1.7
Department stores	134	142	180	168	191	171	174	194	166	180	209	346	2,255	344	2,257	+.6	+65.6	-.1
GAF, total[2]	368	369	451	420	474	423	435	497	411	457	533	871	5,715	835	5,704	+4.3	+63.4	+.2
Kansas City, Mo.-Kans., total	**630**	**604**	**711**	**711**	**794**	**710**	**707**	**783**	**728**	**692**	**706**	**847**	**8,623**	**857**	**9,099**	-1.2	+20.0	-5.2
Nondurable goods, total	340	321	372	348	391	350	339	372	344	364	400	520	4,461	528	4,869	-1.5	+30.0	-8.4
Department stores	65	63	83	87	100	89	86	95	83	95	119	179	1,144	169	1,096	+5.9	+50.4	+4.4
GAF, total[2]	166	156	199	195	224	204	199	225	197	213	258	405	2,641	395	2,560	+2.5	+57.0	+3.2
Los Angeles-Long Beach, Calif., total	**3,810**	**3,634**	**4,045**	**4,120**	**4,346**	**4,326**	**4,296**	**4,356**	**4,322**	**4,278**	**4,287**	**5,495**	**51,315**	**5,066**	**48,912**	+8.5	+28.2	+4.9
Nondurable goods, total	2,444	2,293	2,580	2,525	2,701	2,671	2,637	2,654	2,571	2,617	2,652	3,321	31,666	3,340	31,347	-.6	+25.2	+1.0
Department stores	337	340	384	389	428	413	386	412	405	388	418	729	5,029	809	5,375	-9.9	+74.4	-6.4
GAF, total[2]	985	972	1,120	1,117	1,231	1,217	1,185	1,222	1,203	1,231	1,335	2,153	14,971	2,023	14,511	+6.4	+61.3	+3.2
Miami, Fla., total	**1,113**	**1,047**	**1,123**	**1,091**	**1,213**	**1,175**	**1,151**	**1,200**	**1,198**	**1,189**	**1,247**	**1,552**	**14,299**	**1,374**	**12,823**	+13.0	+24.5	+11.5
Nondurable goods, total	550	537	610	570	615	584	586	612	570	605	626	787	7,252	730	6,817	+7.8	+25.7	+6.4
Department stores	72	77	95	89	102	95	90	105	89	96	114	183	1,207	173	1,198	+5.8	+60.5	+.8
GAF, total[2]	270	267	317	307	333	319	321	344	308	344	391	608	4,129	516	3,736	+17.8	+55.5	+10.5
Milwaukee, Wis., total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	56	56	79	79	83	76	78	94	80	87	102	159	1,029	154	992	+3.2	+55.9	+3.7
GAF, total[2]	144	132	180	179	187	179	179	199	186	200	229	362	2,356	322	2,186	+12.4	+58.1	+7.8
Minneapolis-St. Paul, Minn.-Wis., total	**1,294**	**1,225**	**1,346**	**1,501**	**1,547**	**1,473**	**1,458**	**1,527**	**1,686**	**1,690**	**1,544**	**1,759**	**18,049**	**1,618**	**17,279**	+8.7	+13.9	+4.5
Nondurable goods, total	745	721	817	812	896	839	801	868	840	880	888	1,057	10,164	1,068	10,368	-1.0	+19.0	-2.0
Department stores	124	122	162	161	178	167	154	179	165	187	215	309	2,123	290	2,054	+6.6	+43.7	+3.4
GAF, total[2]	259	247	314	313	338	321	311	365	334	362	410	606	4,180	542	3,843	+11.8	+47.8	+8.8
Nassau-Suffolk, N.Y., total	**1,684**	**1,535**	**1,628**	**1,625**	**1,819**	**1,745**	**1,693**	**1,766**	**1,789**	**1,748**	**1,793**	**2,289**	**21,114**	**2,148**	**19,704**	+6.6	+27.7	+7.2
Nondurable goods, total	1,029	916	964	903	1,026	975	959	1,002	954	994	1,072	1,352	12,146	1,328	11,510	+1.8	+26.1	+5.5
Department stores	94	105	132	131	167	150	123	148	146	150	185	300	1,831	294	1,767	+2.0	+62.2	+3.6
GAF, total[2]	362	357	413	417	497	471	421	452	444	468	550	854	5,706	852	5,322	+.2	+55.3	+7.2
New York, N.Y.-N.J., total	**3,673**	**3,467**	**4,105**	**4,028**	**4,331**	**4,129**	**4,001**	**4,070**	**4,296**	**4,374**	**4,397**	**5,527**	**50,397**	**4,872**	**46,378**	+13.4	+28.7	+8.7
Nondurable goods, total	2,548	2,386	2,747	2,634	2,840	2,699	2,620	2,696	2,680	2,842	2,903	3,587	33,182	3,446	31,883	+4.1	+23.6	+4.1
Department stores	239	257	320	310	387	334	269	335	346	375	431	690	4,293	653	4,132	+5.7	+60.1	+3.9
GAF, total[2]	1,005	994	1,206	1,207	1,368	1,262	1,153	1,313	1,371	1,438	1,566	2,413	16,296	2,068	14,778	+16.7	+54.1	+10.3

See footnotes at end of table.

Table 8. Estimated Monthly Retail Sales, by Selected Kinds of Business for Specified Areas and Cities—Continued

(Data, in millions of dollars, not adjusted for seasonal variations, holiday, or trading-day differences)

Area[1] and kind of business	1986													1985		Percent change		
																Dec. 1986 from--		12 mo 1986 from 12 mo 1985
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[p]	Total	Dec.	Total	Dec. 1985	Nov. 1986	
Standard Metropolitan Statistical Areas—Con.																		
Newark, N.J., total	**860**	**789**	**918**	**996**	**1,101**	**1,046**	**1,027**	**1,007**	**1,020**	**1,029**	**1,051**	**1,304**	**12,148**	**1,155**	**10,780**	**+12.9**	**+24.1**	**+12.7**
Nondurable goods, total	617	562	668	625	697	685	690	696	687	726	723	887	8,263	839	7,677	+5.7	+22.7	+7.6
Department stores	46	53	68	70	84	73	63	78	76	83	98	161	953	148	879	+8.8	+64.3	+8.4
GAF, total[2]	199	201	245	239	281	249	246	274	292	309	328	513	3,376	416	2,980	+23.3	+56.4	+13.3
Philadelphia, Pa.-N.J., total	**2,232**	**2,101**	**2,372**	**2,342**	**2,651**	**2,531**	**2,404**	**2,472**	**2,617**	**2,571**	**2,567**	**3,336**	**30,196**	**3,183**	**27,211**	**+4.8**	**+30.0**	**+11.0**
Nondurable goods, total	1,388	1,295	1,505	1,405	1,568	1,455	1,418	1,497	1,487	1,567	1,651	2,097	18,333	2,046	17,470	+2.5	+27.0	+4.9
Department stores	153	162	220	220	263	229	200	237	234	255	329	514	3,016	485	2,858	+6.0	+56.2	+5.5
GAF, total[2]	505	509	636	610	696	645	592	664	661	714	839	1,347	8,418	1,253	7,741	+7.5	+60.5	+8.7
Pittsburgh, Pa., total	**848**	**834**	**946**	**969**	**1,054**	**1,061**	**1,136**	**1,149**	**1,128**	**1,110**	**1,149**	**1,445**	**12,829**	**1,186**	**11,705**	**+21.8**	**+25.8**	**+9.6**
Nondurable goods, total	562	545	612	610	687	619	637	684	609	655	729	942	7,891	834	7,489	+12.9	+29.2	+5.4
Department stores	85	86	124	124	137	117	109	132	115	124	172	255	1,580	256	1,622	-.4	+48.3	-2.6
GAF, total[2]	200	208	265	260	281	254	250	293	261	283	370	563	3,488	504	3,343	+11.7	+52.2	+4.3
St. Louis, Mo.-Ill., total	**1,119**	**1,083**	**1,324**	**1,293**	**1,372**	**1,299**	**1,301**	**1,393**	**1,307**	**1,289**	**1,269**	**1,584**	**15,633**	**1,509**	**14,930**	**+5.0**	**+24.8**	**+4.7**
Nondurable goods, total	769	713	857	823	881	824	826	868	818	891	908	1,117	10,295	1,104	9,665	+1.2	+23.0	+6.5
Department stores	113	114	151	153	167	155	143	163	149	168	207	320	2,003	299	1,919	+7.0	+54.6	+4.4
GAF, total[2]	241	235	319	307	331	304	287	323	302	334	383	581	3,947	562	3,910	+3.4	+51.7	+.9
San Diego, Calif., total	**1,014**	**988**	**1,016**	**1,051**	**1,143**	**1,091**	**1,164**	**1,252**	**1,192**	**1,199**	**1,173**	**1,454**	**13,737**	**1,364**	**12,654**	**+6.6**	**+24.0**	**+8.6**
Nondurable goods, total	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Department stores	98	101	118	115	126	120	118	127	123	115	126	213	1,500	225	1,493	-5.3	+69.0	+.5
GAF, total[2]	264	259	298	292	320	303	316	346	328	328	354	560	3,968	530	3,725	+5.7	+58.2	+6.5
San Francisco-Oakland, Calif., total	**2,001**	**1,863**	**2,057**	**2,077**	**2,247**	**2,154**	**2,193**	**2,285**	**2,183**	**2,219**	**2,255**	**2,938**	**26,472**	**2,754**	**26,430**	**+6.7**	**+30.3**	**+.2**
Nondurable goods, total	1,311	1,234	1,328	1,324	1,460	1,364	1,366	1,422	1,298	1,421	1,495	1,886	16,909	1,841	17,034	+2.4	+26.2	-.7
Department stores	155	158	185	188	212	197	195	221	199	204	227	389	2,530	380	2,485	+2.4	+71.4	+1.8
GAF, total[2]	450	442	523	513	570	543	544	600	567	593	646	1,060	7,051	984	6,744	+7.7	+64.1	+4.6
Washington, D.C.-Md.-Va., total	**1,901**	**1,804**	**2,171**	**2,213**	**2,408**	**2,255**	**2,267**	**2,378**	**2,442**	**2,325**	**2,313**	**2,981**	**27,458**	**2,437**	**24,778**	**+22.3**	**+28.9**	**+10.8**
Nondurable goods, total	990	947	1,169	1,156	1,253	1,134	1,127	1,174	1,133	1,223	1,235	1,583	14,124	1,411	13,359	+12.2	+28.2	+5.7
Department stores	130	136	178	182	211	182	171	196	194	204	248	392	2,424	360	2,255	+8.9	+58.1	+7.5
GAF, total[2]	401	404	571	562	645	574	556	622	555	583	663	1,062	7,198	920	6,114	+15.4	+60.2	+17.7
CITIES																		
Chicago, Ill., total	**919**	**906**	**1,030**	**1,043**	**1,118**	**1,038**	**1,071**	**1,043**	**1,011**	**1,101**	**1,079**	**1,279**	**12,638**	**1,213**	**12,452**	**+5.4**	**+18.5**	**+1.5**
Nondurable goods, total	687	673	778	770	795	740	754	797	768	855	852	1,006	9,475	995	9,624	+1.1	+18.1	-1.5
Department stores	68	67	93	91	99	92	88	101	94	105	123	180	1,201	179	1,199	+.6	+46.3	+.2
GAF, total[2]	201	198	256	242	271	253	241	271	261	294	330	478	3,296	418	3,029	+14.4	+44.8	+8.8
Los Angeles, Calif., total	**1,210**	**1,149**	**1,288**	**1,326**	**1,391**	**1,366**	**1,365**	**1,391**	**1,397**	**1,421**	**1,429**	**1,812**	**16,545**	**1,645**	**16,080**	**+10.2**	**+26.8**	**+2.9**
Nondurable goods, total	771	749	849	831	893	890	874	885	867	897	917	1,153	10,576	1,121	10,611	+2.9	+25.7	-.3
Department stores	107	107	125	124	133	129	118	127	127	126	136	226	1,585	243	1,701	-7.0	+66.2	-6.8
GAF, total[2]	347	331	382	383	412	419	382	398	385	415	455	706	5,015	673	5,161	+4.9	+55.2	-2.8
New York, N.Y., total	**2,578**	**2,442**	**2,856**	**2,800**	**2,962**	**2,815**	**2,741**	**2,776**	**2,907**	**3,015**	**2,979**	**3,724**	**34,595**	**3,364**	**30,571**	**+10.7**	**+25.0**	**+13.2**
Nondurable goods, total	1,886	1,776	2,036	1,957	2,083	1,995	1,925	1,953	1,942	2,055	2,069	2,525	24,202	2,459	22,387	+2.7	+22.0	+8.1
Department stores	154	166	205	197	245	210	168	209	223	241	273	437	2,728	405	2,626	+7.9	+60.1	+3.9
GAF, total[2]	727	717	871	878	991	926	835	949	1,014	1,051	1,121	1,727	11,807	1,422	10,333	+21.4	+54.1	+14.3
Philadelphia, Pa., total	**547**	**519**	**609**	**594**	**633**	**615**	**603**	**613**	**626**	**659**	**650**	**783**	**7,451**	**743**	**6,452**	**+5.4**	**+20.5**	**+15.5**
Nondurable goods, total	477	438	512	489	520	492	491	493	504	542	532	606	6,096	601	5,341	+.8	+13.9	+14.1
Department stores	31	29	41	39	46	39	36	37	40	45	58	86	527	84	525	+2.4	+48.3	+.4
GAF, total[2]	122	120	154	143	163	147	136	146	153	171	186	290	1,931	270	1,943	+7.4	+55.9	-.6

[p] Preliminary estimates.

S Data do not meet publication standards because of high sampling error.

[1] For definitions of standard consolidated areas and standard metropolitan statistical areas, see appendix D.

[2] GAF represents stores which specialize in department store types of merchandise (see appendix A).

[3] Statistics for the Boston SMSA include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk counties.

NOTE: Measures of sampling variability are shown in table B-5.

Table 9. **Department Stores Sales in Selected Areas**

NOTICE:

The series of monthly department store sales in selected areas, formerly shown in this space, has been discontinued due to lack of funds. The National Retail Merchants Association is attempting to reorganize a consortium interested in providing funds to restore the series. Interested parties should contact the National Retail Merchants Association in Washington, DC on (202) 223-8250.

Intention to Revise Estimates

Sales

The Census Bureau will revise the monthly estimates of retail sales in the United States for the period January 1967 through December 1986, utilizing the results from the 1982 Census of Retail Trade and the *1985 Annual Retail Trade Survey*. In mid-April 1987, the Census Bureau will publish *Revised Monthly Retail Trade* containing the revised January 1977 through December 1986 estimates. Revised estimates for the months January 1967 through December 1976 will be available upon request.

In addition to the annual benchmarking, this revision will reflect the introduction of a new sample of retail firms. The introduction of this new sample will cause a change in the treatment of sales from leased departments and concessions. Currently, the Census Bureau tabulates these sales in the kind-of-business category of the store in which they are located. The revision process will shift these sales from the kind of business of the store to that of the leased department or concession.

This revision also will incorporate the restructured and redefined metropolitan areas. In the past, the selected metropolitan areas for which we developed retail sales estimates were defined as Standard Metropolitan Statistical Areas (SMSA's). At the time of the revision, the Census Bureau will begin publishing monthly retail sales estimates for selected Consolidated Metropolitan Statistical Areas (CMSA's), Metropolitan Statistical Areas (MSA's), Primary Metropolitan Statistical Areas (PMSA's), and a New England County Metropolitan Area (NECMA). Revised monthly estimates will be shown from January 1978 through December 1986 for those areas whose new definitions are similar to the SMSA definitions. Monthly estimates of retail sales for the other selected metropolitan areas will commence with the January 1987 estimates.

A more detailed description of the revisions will be contained in the *Revised Monthly Retail Trade* report scheduled for release in mid April 1987.

Inventories

Estimates of retail inventories in the United States will also be revised utilizing the results of the 1982 Census of Retail Trade and the *1985 Annual Retail Trade Survey*. Revised data for December 1980 through December 1986 will be contained in the report to be released in mid-April 1987.

The inventory series will be affected by three changes; (l) a new sample design and estimation methodology, (2) the cost basis by which reported inventory values are tabulated in the estimates, and (3) the treatment of leased department and concession inventories.

In the past, the inventory sample consisted of a subsample of firms included in the Bureau's Annual Retail Trade Survey. Estimates were derived from this sample using a ratio type estimation procedure. (A description of this sample and estimation procedure are described in appendix A of this publication). The revised estimates will be produced from a subsample of retail firms selected from the list component of the monthly retail trade sales survey (updated from the 1982 Census of Retail Trade) and from the area component. The estimation methodology will use a composite estimating procedure similar to that used to produce estimates of retail sales.

Previously, reports from firms using the last-in first-out (LIFO) method to derive the cost value of their inventories were tabulated in the estimates at the LIFO cost value. Estimates from the new sample will be on a non-LIFO basis.

The adjusted historical series beginning with December 1980 will be published in mid-April 1987.

The treatment of leased departments and concession inventories in the revised estimates will be the same as that described above for retail sales.

A more detailed description of the revisions will be contained in the *Revised Monthly Retail Trade* report scheduled for release in mid-April 1987.

FIGURE 7.

Estimated Monthly Retail Sales, End of Month Inventories, and Inventories/Sales Ratios: January 1976 – December 1986

(Seasonally Adjusted)

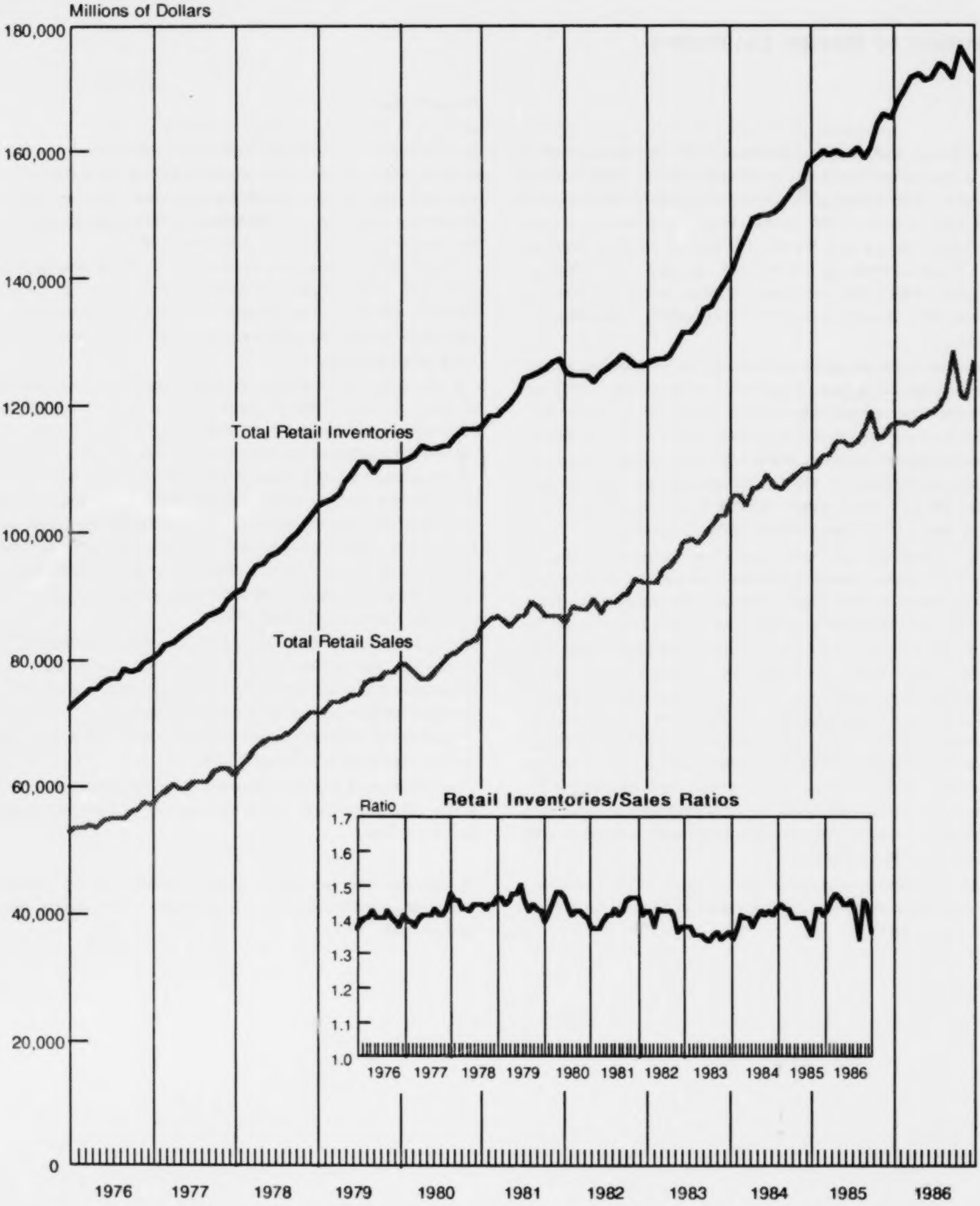


Table 10. Estimated End-of-Month Retail Inventories, by Kind of Business

(Data in millions of dollars)

SIC code	Kind of business	1986												1985	Percent change Dec. 1986 from—	
		Jan.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Dec.	Dec. 1985	Nov. 1986
	Not adjusted for seasonal variations															
	Retail trade, total	161,865	167,319	172,790	174,427	171,387	170,105	170,438	168,529	171,435	183,878	184,993	167,246	160,372	+4.3	-9.6
	Total (ex. auto. group)	117,752	120,857	124,209	126,328	124,991	123,632	124,531	127,048	132,984	140,415	140,343	123,330	117,968	+4.5	-12.1
	Durable goods, total	84,120	87,254	90,722	91,285	89,146	89,019	88,569	84,791	83,055	89,564	90,600	85,919	81,979	+4.8	-5.2
52	Building mat., hdwe., garden supply, mobile homes dealers	13,547	13,980	14,575	14,897	14,624	14,377	14,315	14,129	14,439	14,179	14,018	13,510	13,176	+2.5	-3.6
55 ex. 554	Automotive dealers	44,113	46,462	48,581	48,099	46,396	46,473	45,907	41,481	38,451	43,463	44,650	43,916	42,404	+3.6	-1.6
57	Furniture, home furnishings, equipment stores	12,593	12,641	12,917	13,192	13,072	13,419	13,264	13,635	13,982	14,653	14,880	13,946	12,749	+9.4	-6.3
	Nondurable goods, total	77,745	80,065	82,068	83,142	82,241	81,086	81,869	83,738	88,380	94,314	94,393	81,327	78,393	+3.7	-13.8
53	General merchandise group strs	27,739	29,244	30,616	31,608	31,115	30,052	30,565	31,355	33,828	37,116	37,048	28,721	28,002	+2.6	-22.5
531	Department stores	21,730	22,954	24,268	25,225	24,913	23,978	24,223	24,913	26,984	29,834	30,034	23,266	22,086	+5.3	-22.5
54	Food stores	16,190	16,201	16,290	16,135	16,299	16,408	16,083	16,253	16,786	17,649	17,801	17,012	16,278	+4.5	-4.4
56	Apparel and accessory stores	14,063	14,964	15,455	15,701	15,346	15,087	15,496	16,042	16,684	17,585	17,571	14,882	14,418	+3.2	-15.3
	Adjusted for seasonal variations											See	note 1			
	Retail trade, total	167,987	169,379	171,551	172,158	170,869	171,705	173,529	172,926	171,617	176,338	174,788	172,692	165,514	+4.3	-1.2
	Total (ex. auto. group)	124,569	125,129	125,590	126,696	126,172	126,099	126,251	126,836	129,177	130,636	129,914	129,038	123,363	+4.6	-.7
	Durable goods, total	84,755	85,863	88,132	88,263	87,198	88,281	90,271	89,380	86,578	90,134	89,173	87,133	83,071	+4.9	-2.3
52	Building mat., hdwe., garden supply, mobile homes dealers	13,995	14,022	14,192	14,324	14,129	14,192	14,286	14,157	14,541	14,279	14,319	14,147	13,768	+2.8	-1.2
55 ex. 554	Automotive dealers	43,418	44,250	45,961	45,462	44,697	45,606	47,278	46,090	42,440	45,702	44,874	43,654	42,151	+3.6	-2.7
57	Furniture, home furnishings, equipment stores	12,942	12,952	13,061	13,258	13,151	13,339	13,425	13,649	13,885	14,089	14,118	14,115	12,904	+9.4	0
	Nondurable goods, total	83,232	83,516	83,419	83,895	83,671	83,424	83,258	83,546	85,039	86,204	85,615	85,559	82,443	+3.8	-.1
53	General merchandise group strs	31,568	31,603	31,498	31,767	31,534	31,206	31,174	30,989	31,634	32,382	31,883	31,830	31,036	+2.6	-.2
531	Department stores	24,778	24,788	24,865	25,200	25,114	24,899	24,870	24,789	25,361	26,147	25,714	25,708	24,404	+5.3	0
54	Food stores	16,288	16,365	16,323	16,216	16,414	16,441	16,411	16,687	16,973	17,185	17,018	16,810	16,069	+4.6	-1.2
56	Apparel and accessory stores	15,403	15,653	15,611	15,812	15,804	15,798	15,668	15,681	15,784	15,857	15,887	15,934	15,404	+3.4	+.3

[p] Preliminary estimates (appendix B, table B-8 contains measures of revisions to preliminary estimates).

[1] Estimates for months under the bracket were adjusted by factors developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: Retail trade total and group totals include kind-of-business estimates not shown separately. Measures of sampling variability for unadjusted data are shown in appendix B, table B-6.

Table 11. Inventories/Sales Ratios

(Based on seasonally adjusted data)

SIC code	Kind of business	1986												1985
		Jan.[1]	Feb.	Mar.	Apr.	May.	June	July	Aug.	Sept.	Oct.	Nov.[1]	Dec.[1,p]	Dec.[1]
	Retail trade, total	1.43	1.45	1.47	1.46	1.44	1.44	1.45	1.42	1.34	1.45	1.44	1.36	1.42
	Total (ex. auto. group)	1.37	1.37	1.37	1.39	1.38	1.37	1.37	1.37	1.39	1.40	1.39	1.37	1.36
	Durable goods, total	1.91	1.95	2.04	1.97	1.91	1.94	1.95	1.87	1.59	1.89	1.90	1.68	1.90
52	Building mat., hdwe., garden supply, mobile homes dealers	2.01	2.03	1.99	1.94	2.03	2.03	2.02	1.96	1.98	1.95	2.00	1.94	2.08
55 ex. 554	Automotive dealers	1.65	1.70	1.84	1.72	1.65	1.68	1.72	1.60	1.20	1.61	1.62	1.35	1.61
57	Furniture, home furnishings, equipment stores	2.16	2.17	2.16	2.17	2.10	2.09	2.06	2.09	2.13	2.16	2.12	2.12	2.16
	Nondurable goods, total	1.14	1.14	1.14	1.15	1.14	1.14	1.13	1.13	1.15	1.17	1.16	1.14	1.13
53	General merchandise group strs	2.36	2.32	2.28	2.29	2.30	2.27	2.25	2.20	2.28	2.33	2.32	2.27	2.31
531	Department stores	2.18	2.15	2.12	2.14	2.14	2.11	2.09	2.04	2.12	2.19	2.17	2.14	2.14
54	Food stores	.67	.67	.67	.67	.68	.67	.67	.69	.69	.69	.68	.67	.66
56	Apparel and accessory stores	2.59	2.61	2.52	2.55	2.54	2.51	2.50	2.45	2.50	2.50	2.50	2.45	2.59

[p] Preliminary estimates.

[1] Estimates were adjusted by factors developed after the issue of last months' report. (See "Concurrent Seasonal Adjustment" in appendix C.)

Table 12. **Estimates of End-of-Month Retail Inventories, by Kind of Business: 1985**

(Data in millions of dollars, adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec.[1]
	Retail trade, total	158,953	159,478	159,064	159,500	159,428	159,733	160,574	160,066	160,993	164,504	165,787	165,514
	Total (ex. auto. group)	120,782	120,977	120,645	120,996	121,109	120,810	121,833	122,004	122,781	124,203	124,161	123,363
	Durable goods, total	78,149	78,275	78,455	78,699	78,677	79,185	79,370	78,995	79,274	82,006	83,238	83,071
52	Building mat., hdwe., garden supply, mobile homes dealers	12,899	12,839	12,904	12,899	13,057	13,037	13,344	13,531	13,627	13,846	13,883	13,768
55ex.554	Automotive dealers	38,171	38,501	38,419	38,504	38,319	38,923	38,741	38,062	38,212	40,301	41,626	42,151
57	Furniture, home furnishings, equipment stores	12,166	12,072	12,264	12,458	12,515	12,447	12,492	12,490	12,620	12,919	13,051	12,904
	Nondurable goods, total	80,804	81,203	80,609	80,801	80,751	80,548	81,204	81,071	81,719	82,498	82,549	82,443
53	General merchandise group strs	31,091	31,069	30,750	30,646	30,491	30,386	30,465	30,416	30,689	31,022	31,103	31,036
531	Department stores	24,583	24,628	24,291	24,182	23,993	23,820	23,822	23,767	24,041	24,339	24,444	24,404
54	Food stores	15,324	15,393	15,403	15,508	15,487	15,460	15,685	15,707	15,772	15,970	15,962	16,069
56	Apparel and accessory stores	14,581	14,769	14,541	14,536	14,641	14,612	14,841	14,924	15,021	15,271	15,563	15,404

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S.

Table 13. **Inventories/Sales Ratios, by Kind of Business: 1985**

(Data adjusted for seasonal variations)

SIC code	Kind of business	Jan.	Feb.[1]	Mar.[1]	Apr.[1]	May[1]	June[1]	July[1]	Aug.[1]	Sept.[1]	Oct.[1]	Nov.[1]	Dec.[1]
	Retail trade, total	1.44	1.42	1.42	1.40	1.40	1.41	1.40	1.38	1.36	1.43	1.44	1.42
	Total (ex. auto. group)	1.41	1.39	1.39	1.37	1.38	1.38	1.38	1.37	1.37	1.38	1.38	1.36
	Durable goods, total	1.92	1.89	1.89	1.84	1.85	1.87	1.85	1.78	1.72	1.93	1.96	1.90
52	Building mat., hdwe., garden supply, mobile homes dealers	2.20	2.21	2.17	2.06	2.16	2.19	2.17	2.18	2.19	2.15	2.15	2.08
55ex.554	Automotive dealers	1.55	1.53	1.53	1.47	1.47	1.50	1.48	1.39	1.31	1.60	1.65	1.61
57	Furniture, home furnishings, equipment stores	2.29	2.19	2.23	2.28	2.22	2.24	2.23	2.19	2.19	2.19	2.22	2.16
	Nondurable goods, total	1.16	1.15	1.14	1.13	1.13	1.13	1.13	1.13	1.13	1.14	1.13	1.13
53	General merchandise group strs	2.41	2.35	2.34	2.31	2.31	2.31	2.31	2.27	2.29	2.33	2.31	2.31
531	Department stores	2.27	2.21	2.19	2.16	2.15	2.15	2.14	2.10	2.13	2.15	2.14	2.14
54	Food stores	.66	.66	.67	.66	.66	.66	.67	.67	.66	.67	.67	.66
56	Apparel and accessory stores	2.66	2.62	2.56	2.56	2.54	2.56	2.57	2.54	2.55	2.58	2.61	2.59

[1] Adjusted estimates based on factors developed after the publication of BR-13-85S

Appendix A. Explanatory Material

INTRODUCTION

The Monthly Retail Trade report is used by the Bureau of the Census to provide (1) estimates of sales of retail stores by kind of business for the United States and geographic areas—regions, divisions, selected States, standard consolidated areas (SCA's), standard metropolitan statistical areas (SMSA's), and cities, (2) national estimates of end-of-month inventories of retail establishments by kind of business. The retail sales and inventories estimates in this report are developed from samples representing all sizes of firms and kinds of business in retail trade throughout the Nation. The samples have been designed so that estimates can be evaluated in terms of their sampling errors.

DESCRIPTION OF SALES AND INVENTORIES SAMPLES

Components of Sales Sample

Primary component. The primary component is the list sample—a probability sample selected from the retail employers (Standard Industrial Classification (SIC) 52-59) contained in the Bureau's Standard Statistical Establishment List (SSEL)— which effectively covers all employers who made social security payments for their employees under the Federal Insurance Contributions Act (FICA) during 1979.

The list sample originally was drawn from the SSEL as updated to December 31, 1979. The initial SSEL consisted of two lists. The first list was made up of all employer identification (EI) numbers (assigned in connection with FICA) with reported payroll in at least one quarter of 1979. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1979. These lists contained information on sales/receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made of the universe of retail businesses using files from the 1977 Census of Retail Trade. This study determined the stratification of the sampling units based on 1977 sales and kind of business, and also determined the optimal allocation of the sample necessary to meet specified sampling variability objectives for sales estimates for different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff, which ranged from annual sales of $3 million to annual sales of $100 million, was particularly important since it also determined the type of sampling unit.

Sampling units for the list sample consisted of both companies and EI's. For an EI to be eligible for the initial list sample, the EI had to be active, i.e., had payroll in 1979 and was on the latest available Internal Revenue Service (IRS) mailing list for FICA taxpayers. If a known company had total retail sales (on a 1977 basis) above the cutoff for its major kind of business, the company was selected for the sample with certainty (i.e., probability = 1.0). The company, which might consist of two or more EI's, was then the sampling unit; therefore, any new retail establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. Single-establishment companies, whether or not selected with certainty, were considered as EI sampling units.

All retail companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit. The EI's were stratified according to their major kind of business and their estimated sales (on a 1977 basis). Within each stratum, a simple random sample of EI's was selected. The sampling rates for these EI's varied between 1 in 3 and 1 in 1,000.

For all EI "births" after the initial selection, a two-phase selection procedure was used. EI births are new EI's recently assigned by the Social Security Administration (SSA) and currently on the IRS mailing list for FICA taxpayers. In the first phase, births were stratified by kind of business and size (expected employment or quarterly payroll). A relatively large sample was drawn and canvassed for a more reliable measure of size (sales/receipts in 2 recent months) and a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase 1 were subjected to probability-proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1979 SSEL. Because of the lag in reporting births to the IRS and the SSA and the time needed to accomplish the two-phase birth-selection procedure carried out quarterly, births were actually added to the list sample approximately 12 to 18 months after they began operation. During this period, they were represented by the area sample.

To be eligible for list sample canvass and tabulation in a given month, a retail noncertainty business must meet both of the following requirements:

a. It must be on the latest available IRS mailing list for the FICA taxpayers.
b. It must have been selected from either the SSEL or the file of employer births. For this purpose, a universe file of all retail businesses ever given a chance of selection is maintained. This file shows, among other things, which EI numbers actually have been selected.

For businesses selected into the sample with certainty, the first requirement is changed. These certainty sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey. This is a tighter form of control used for these larger businesses.

The list sample is updated quarterly to account for business births and deaths and represents approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

Secondary component. The secondary component is the area sample – a probability sample of land segments. All retailers not subjected to sampling in the list sample are represented by similar retail business establishments found in these land segments. Personal enumeration is used for this component.

The area sample is a multistage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty, and 48 were drawn with probability proportionate to size (population). In succeeding stages, a sample of small land segments was selected in each primary sampling unit (PSU) and was then divided into 6 or 12 area panels to be used in different months on a rotating basis[1]. These land segments contained an average of four retail establishments at the time of selection. The probability of selection of the segments is usually 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). Approximately 420 land segments are enumerated each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning the EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current IRS FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent EI births, not represented in the list sample.

Inventory Sample

The inventory sample is a subsample of the firms and companies included in the Bureau's Annual Retail Trade Survey which includes the entire list component of the monthly retail sales survey and one-fourth of the area component. The inventory sample consists of approximately 2,700 organizations operating about 48,000 retail establishments. This sample is reselected periodically based upon the results from the most recent Annual Retail Trade Survey.

Revised Sample

Effective with the December 1984 data month, the inventory estimates were derived from a revised sample of firms. The new sample was selected by first stratifying firms and companies by kind-of-business groups by the dollar volume of inventories as reported in the 1983 Retail Trade Survey. To meet reliability constraints, the required number of cases in each size stratum were then selected on a probability-proportional-to-size basis. Some firms, because of their relatively large impact on the inventory estimates for the kind-of-business category in which they are classified, were selected with certainty in order to reduce the sampling variability associated with the estimates. All firms selected in the inventory sample are requested to report their end-of-month inventory each month.

Benchmarking

Retail sales and inventory estimates in this report reflect the results of a benchmarking[2] operation which made use of 1983 and 1984 estimates from the 1984 Retail Trade Survey. The 1983 and 1984 annual sales from the 1984 Retail Trade Survey were based upon data linked to the modified 1982 census estimates.[3] The sales estimates for the period January 1983 through December 1985 were derived in a manner so that the sum of the 12 months for 1983 and 1984 were equal to the results from the 1984 Retail Trade Survey and the differences between the month-to-month trends from the original and derived series were minimized. The sales estimates of the original series were derived by using composite estimating procedures described in the Estimation Procedures Section.

The inventory estimates for the period January 1983 through December 1985 were derived in a manner so that the end-of-year 1983 and 1984 estimates were equal to the results from the 1984 Retail Trade Survey and the end-of-year 1985 estimates were equal to estimates based upon data linked to the 1984 end-of-year inventory estimates. Also, differences between the month-to-month trends from the original and derived series were minimized. The inventory estimates of the original series were the estimates that were published prior to this benchmarking operation. After December 1985 the estimation of inventory estimates were also linked to the 1984 estimates from the Annual Retail Trade Survey and is described under "Inventories" in the Estimation Procedures Section.

Through the use of carry-forward factors, the effect of the revision process was applied to all composite sales estimates subsequent to December 1984. These factors were derived at the most detailed kind-of-business level and are held constant until the next revision and benchmarking process. Aggregate level estimates were derived by summing appropriate detail level estimates, thereby assuring additivity.

Monthly retail sales estimates for published geographic areas also reflect the revision process. In order to adjust geographic estimates, factors were derived each month at specified kind-of-business levels by dividing the revised estimates (as published) by the unrevised estimates (the composite estimates) at the given kind-of-business level. These factors were then multiplied by the unrevised estimates, or composite estimates, for the given kind of business for each geographic level.

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[1] The land segments are currently being reselected in one PSU at a time. This selection will take place over several years.

[2] For a more detailed description, see the section dealing with annual benchmark revisions to sales in the Current Business Reports publication, *Revised Monthly Retail Sales and Inventories: January 1976-December 1985.*

[3] The results from the 1982 Census of Retail Trade were modified to be consistent with 1977 results i.e., leased department sales estimated to be in the kind of business of the lessor, instead of under the kind of business of the lessee.

Relationship of Group I and II Components of Sample

The Group II component consists of companies which had 11 or more retail establishments as of December 31, 1979, and which qualified for certainty selection. To qualify for certainty, total annual sales of these companies (on a 1979 basis) had to exceed specified dollar volume cutoffs, which varied by kind of business. The certainty cutoff ranged from annual sales of $3 million to annual sales of $100 million or more. The Group I component consists of all other retail establishments.

Although separate tabulations are made for the Group I and Group II components of the list sample, only the data developed for the Group II component is published separately (table 3). Group I estimates are included in the "retail trade, total" figures shown in this report.

ESTIMATION PROCEDURES

Sales

Use of the rotating sample and composite estimating procedures. Rotating sample panels are used for both the list and area sample components of the sample (except for very large retail businesses which are selected with certainty and canvassed each month). For sampling units in the rotating panels, 2 months of data are obtained at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report data for February (the current month) and January (the previous month). In the following month, different rotating panels (the March panels) report figures for March and February. Three list sample panels and 6 or 12 area sample panels are used. This permits the use of a composite estimating procedure which provides estimates more reliable than those which would be obtained from a completely fixed sample of about twice the size and reduces the reporting burden of selected businesses.

The first estimate issued each month, based on the full sample, is called the preliminary estimate. The preliminary composite estimate for the current month at each three-digit SIC level is a weighted average of two estimates: (1) the current month unbiased estimate (weight 0.25) and (2) a ratio estimate (weight 0.75) obtained by multiplying the current-to-previous month ratios developed from the current month report forms by the preliminary composite estimate for the previous month.

A final estimate is developed 1 month later using information available from the following month's enumeration. The final composite estimate for individual kind-of-business levels is also a weighted average of two estimates— the preliminary composite estimate for a given month (weight 0.8) and the unbiased estimate (weight 0.2) for the same month as obtained from the next month's reporting panel.

The aggregate level estimates are obtained by adding the individual kind-of-business components.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates, and the final composite estimates are generally more reliable than the preliminary composite estimates.

The most reliable indication of month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite estimate. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary or two final estimates. The preliminary-final ratio, therefore, has less sampling variability than one based on two preliminary or two final estimates.

Another advantage of the use of the rotating panel system is that the very large noncertainty cases in each enumeration are identified and recanvassed in the following month or months. This makes it possible to reduce their weights without biasing the results and thus lessen their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

Inventories

End-of-month inventory estimates are obtained by computing the ratio of weighted current month to weighted base month inventory values for firms responding to the current month inquiry. The weight used is the inverse of the probability of selection for the reporting unit in the inventory sample. Currently, the base month is the end-of-year period as reported in the 1984 Annual Retail Trade Survey. Current-to-base inventory ratios are calculated for selected kind-of-business categories. These ratios are then multiplied by the end-of-year 1984 inventory estimates derived from the 1984 Retail Trade Survey for the corresponding kind-of-business category to derive the dollar level estimates for the current month.

Percent Change in Sales

Month-to-month and year-to-year comparisons shown in this report are based on the total dollar volume of receipts for each of the periods being compared. These trends thus include the effect of stores starting operation or ceasing operation and are not limited to "identical stores," i.e., those in operation in both of the periods being compared.

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

Percent Change in Inventories

The month-to-month and year-to-year inventory comparisons shown in this report are based on the estimates of end-of-month inventories for each of the periods being compared. These trends include the effect of the stores associated with the sampling units in the inventory sample, but do not reflect the opening of new stores by firms not in the sample.

Unpublished Data

Selected additional data, such as dollar volume estimates for some kinds of business not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high, relative to the changes from month-to-month or between other periods, as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described previously for unpublished kinds of business.

DEFINITION OF TERMS

Sales. Sales include the following: merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and receipts from gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade in allowances and manufacturers rebates are not deducted from total sales, however, rebates offered by the retailer are deducted. Total sales do not include commissions from vending machine operators or nonoperating income from such sources as investments and rental or sales of real estate.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State, or Federal tax agency. Also excluded are receipts from customers for carrying or other credit charges.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and others whose primary activity is other than retail trade.

Inventories. Inventories represent stocks of merchandise, valued at cost, on hand for sale by retail establishments at the end of the month. Methods of valuation may vary according to the accounting practices of the firms. However, for firms which value their inventory on a last-in first-out (LIFO) basis as well as another method, the LIFO value was used in the tabulations. Inventories are shown for retail stores and warehouses combined. Only those warehouses which maintain supplies of merchandise primarily intended for distribution to retail stores within the organization are included.

Inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale.

Inventories-sales ratios. The inventories-sales ratios indicate the relationship of end-of-month inventories to sales during the month. The ratios shown are derived by dividing the seasonally adjusted inventories estimates by the corresponding seasonally adjusted sales estimates. No adjustment is made in these ratios for the markup in sales which may vary from one kind of business to another.

Kind-of-business classifications. Retail trade, as defined in major groups 52 through 59 of the SIC Manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products such as typewriters, stationery, or gasoline to the general public are classified in retail trade, even though such products may not be used for personal or household consumption. However, even within these areas of exception to the general rule, establishments that sell exclusively to business establishments, institutional and industrial uses, or contractors are classified in wholesale trade.

Additional characteristics of retail trade establishments are that they usually operate at fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects the individual commodity, the commodity group which is the primary source of the establishments' receipts, or some mixture of commodities which characterizes the establishment's business. Classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food group classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products.

GAF. GAF includes the following: General merchandise group stores (SIC 53); apparel and accessory stores (SIC 56); furniture, home furnishings, and equipment stores (SIC 57); and miscellaneous shopping goods stores (SIC 594). GAF represents stores which specialize in department store types of merchandise.

A description of each kind of business included in the accompanying statistical data is shown in appendix E.

Appendix B. Reliability of Data

There are two types of errors possible in an estimate based on a sample survey, sampling and nonsampling. Sampling errors occur because observations are made only on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the reporting, collecting, and processing of data. The accuracy of a survey result is determined by the joint effects of sampling and nonsampling errors.

Measures of Sampling Variability

The particular sample used in these surveys is one of a large number of all possible samples of the same size that could have been selected using the same design. Estimates derived from the different samples would differ from each other. The average of these estimates would be close to the estimate derived from a complete enumeration of the population. This assumes that a complete enumeration has the same nonsampling errors as the sample survey. For sales, the average of the estimates differs from the estimates from a complete census because of the composite estimation technique. Disregarding this difference, the standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 divided by the value being estimated. Note that the coefficients of variation are estimates derived from the sample and are also subject to sampling variability. Tables B-1 thru B-5 show the estimated coefficients of variation in percent for monthly dollar volume sales and ratios. Table B-6 shows estimated coefficients of variation in percent for monthly dollar inventories and ratios.

The coefficients of variation presented in the tables permit certain confidence statements about the sample estimates. As noted before, the particular sample used in this survey is one of a large number of samples of the same size that could have been selected using the same design. in about 2 out of 3 (67 percent) of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability tables. In about 19 out of 20 (95 percent) of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentage shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume sales estimates, assume that an estimate of sales published in table 1 is $10,750 million for a particular month and that the median coefficient of variation for this estimate, as given in table B-1 of Appendix B, is 1.8 percent, or 0.018. Multiplying $10,750 million by 0.018 yields $194 million. Therefore, a 67 percent confidence interval is $10,556 million to $10,944 million ($10,750 million plus or minus $194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Similarly, a 95 percent confidence interval is $10,362 million to $11,138 million ($10,750 million plus or minus $388 million).

Nonsampling Errors

As calculated for this report, the coefficient of variation measures certain nonsampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation of missing data. These nonsampling errors also occur in complete censuses.

Although no direct measures of the biases have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which fail edit. For all kinds of business combined, imputed sales have recently amounted to about 11 percent of the national sales estimates.

Table B-1. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Ratio to same month a year ago[2]
		Range	Median	Range	Median	Range	Median	Median
	Retail trade, total	0.8-0.9	0.9	0.8-0.9	0.9	0.2-0.4	0.3	0.7
	Total (excluding automotive group)	0.9-1.1	1.0	0.9-1.0	1.0	0.2-0.3	0.2	0.6
	Durable goods, total	1.5-2.1	1.7	1.5-2.0	1.7	0.4-1.0	0.7	1.4
52	Building materials, hardware, garden supply, and mobile home dealers	5.7-6.7	6.3	5.6-6.6	6.3	1.0-1.5	1.2	2.5
521,3,5	Building materials and hardware stores	6.7-7.6	7.3	6.7-7.5	7.2	0.8-1.4	0.9	2.4
521,3	Building materials and supply stores	7.9-8.9	8.7	8.0-9.0	8.6	0.8-1.5	1.0	2.6
523	Paint, glass, wallpaper stores*	(S)	(S)	(S)	(S)	1.5-4.9	2.6	5.7
525	Hardware stores	5.0-7.5	5.5	4.7-6.6	5.3	1.5-3.2	1.7	4.7
55 ex. 544	Automotive dealers	1.8-2.8	2.2	1.8-2.5	2.1	0.7-1.7	1.1	2.0
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers	1.8-2.8	2.4	1.9-2.5	2.1	0.7-1.9	1.1	2.2
551,2	Motor vehicle dealers	1.5-2.4	2.1	1.5-2.3	2.0	0.7-1.9	1.1	2.2
551	Motor vehicle dealers (franchised)	1.7-2.7	2.1	1.6-2.4	2.1	0.8-1.9	1.1	2.2
553	Auto and home supply stores	4.2-5.6	4.6	4.3-6.1	4.7	1.2-1.9	1.4	4.2
57	Furniture, home furnishings, and equipment stores	2.2-3.2	2.5	2.1-2.8	2.5	0.5-1.0	0.9	2.0
571	Furniture, home furnishings stores	2.5-3.9	2.8	2.5-3.7	3.0	0.8-1.5	1.2	2.3
5712	Furniture stores	3.9-4.9	4.3	3.9-4.5	4.1	1.1-1.7	1.5	3.1
5713	Floor coverings stores*	(S)	(S)	(S)	(S)	1.4-3.3	2.3	5.4
5722,32	Household appliance, radio, and television stores	4.4-6.2	5.0	4.4-6.0	5.1	1.0-2.1	1.4	3.9
5722	Household appliance stores	5.1-7.1	5.9	4.9-7.5	6.3	1.7-3.2	1.9	5.0
5732	Radio and television stores*	(S)	(S)	(S)	(S)	1.2-3.0	1.7	5.9
5733	Music stores*	(S)	(S)	(S)	(S)	1.8-4.6	2.8	6.6
5941	Sporting goods stores and bicycle shops*	(S)	(S)	(S)	(S)	1.3-3.1	2.4	4.5
5942	Book stores*	(S)	(S)	(S)	(S)	2.3-10.0	3.2	5.3
5944	Jewelery stores	3.1-4.0	3.3	2.9-5.2	3.2	1.4-4.3	1.8	4.2
5946	Camera, photographic supplies stores*	(S)	(S)	(S)	(S)	2.2-4.8	3.4	6.7
5999(pt.)	Optical goods stores*	(S)	(S)	(S)	(S)	1.4-3.6	1.7	6.0
	Nondurable goods, total	0.7-0.8	0.8	0.7-0.8	0.8	0.2-0.3	0.2	0.7
53	General merchandise group stores	0.4-0.5	0.5	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531,9	Department stores and misc. gen. merchandise stores	0.4-0.5	0.4	0.4-0.5	0.4	0.1-0.2	0.1	0.4
531	Department stores	0.0-0.0	0.0	0.0-0.0	0.0	0.0-0.0	0.0	0.0
539	Miscellaneous general merchandise stores	3.4-3.8	3.7	3.2-4.0	3.6	0.8-1.3	1.0	3.1
533	Variety stores	3.6-4.1	3.9	3.3-3.9	3.8	0.4-1.1	0.8	1.6
54	Food stores	1.5-1.7	1.6	1.5-1.7	1.6	0.2-0.7	0.3	1.1
541	Grocery stores	1.5-1.7	1.7	1.5-1.7	1.6	0.2-0.7	0.3	1.2
542	Meat and fish (seafood) markets*	(S)	(S)	(S)	(S)	1.5-8.4	2.2	7.4
543	Fruit stores, vegetable markets*	(S)	(S)	(S)	(S)	1.2-4.5	2.6	7.2
544	Candy, nut, confectionery stores*	(S)	(S)	(S)	(S)	3.0-7.5	4.2	11.0
546	Retail bakeries	7.5-9.5	9.0	8.1-9.5	8.7	0.9-1.7	1.4	5.8
554	Gasoline service stations	1.9-2.1	2.0	1.9-2.0	2.0	0.5-0.6	0.6	1.8
56	Apparel and accessory stores	1.8-2.3	2.2	1.8-2.2	1.9	0.4-1.3	0.8	1.6
561	Men's, boys' clothing and furnishings stores	4.8-6.1	5.3	4.7-5.3	5.2	1.3-3.6	1.5	4.8
562,3,8	Women's clothing, specialty stores, furriers	2.3-2.9	2.8	2.4-3.0	2.5	0.7-1.2	0.9	2.1
562	Women's ready-to-wear stores	2.7-3.2	3.1	2.7-3.1	2.9	0.8-1.3	0.9	2.1
565	Family clothing stores	2.8-4.9	3.3	3.1-4.2	3.3	0.7-4.5	1.2	2.8
566	Shoe stores	3.1-4.8	3.9	3.1-4.5	3.5	1.0-3.1	1.2	4.2
58	Eating and drinking places	2.2-2.8	2.5	2.2-2.5	2.4	0.4-1.2	0.8	2.1
5812	Eating places	2.5-3.1	2.7	2.5-2.7	2.6	0.4-1.3	0.7	2.1
5812 (pt.)	Restaurants, lunchrooms, cafeterias	3.5-4.8	3.9	3.6-4.1	3.9	0.8-2.0	1.0	3.0
5812 (pt.)	Refreshment places	3.2-4.0	3.7	3.3-4.1	3.6	0.5-1.3	0.8	2.5
5813	Drinking places (alcoholic beverages)	4.3-9.0	6.0	4.4-7.9	5.5	0.5-5.9	1.7	4.0
591	Drug stores and proprietary stores	2.0-2.6	2.1	2.0-2.5	2.1	0.3-0.7	0.5	1.4
592	Liquor stores	4.1-5.2	4.5	4.0-5.0	4.4	0.7-1.2	0.8	4.1
5943	Stationery stores*	(S)	(S)	(S)	(S)	1.7-8.4	2.8	9.9
596	Nonstore retailers[3]	6.5-9.2	8.4	7.3-8.4	8.2	1.3-4.0	1.7	3.9
5961 (pt.)	Mail-order (department store merchandise)	0.4-1.7	0.7	0.4-1.7	0.8	0.0-0.2	0.1	0.7
598	Fuel and ice dealers*	(S)	(S)	(S)	(S)	1.6-2.5	2.0	4.2
5983	Fuel oil dealers*	(S)	(S)	(S)	(S)	1.9-3.9	2.8	6.1
53,56,57,594	GAF,total[4]	0.8-1.0	0.8	0.8-1.0	0.8	0.2-0.4	0.3	0.7

*See appendix A "Percent Change in Sales". S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month over the final estimate for the previous month. [2] The ratio of the preliminay estimate to the final estimate for the same month one year ago. [3] Includes establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail-order. [4] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The ranges and medians of the coefficients of variation shown above for the preliminary and final estimates and the ratio of change in sales are based on sales estimates for the data months January 1986 through July 1986.

Table B-2. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Regions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Dollar volume sales estimates				Ratio of 2 consecutive months[1]				Ratio to same month a year ago[2]			
		Northeast	Midwest*	South	West	Northeast	Midwest*	South	West	Northeast	Midwest*	South	West
	Retail trade, total	2.1	1.7	2.0	2.2	0.6	0.6	0.5	0.5	1.4	1.5	1.1	1.5
	Durable goods, total	3.5	3.6	3.8	3.9	1.4	1.3	1.0	1.4	2.9	2.6	1.9	3.3
52	Building materials, hardware, garden supply, and mobile home dealers	9.3	5.1	13.4	12.3	2.6	2.2	2.1	2.5	6.7	4.2	4.7	6.2
55 ex.554	Automotive dealers	5.3	5.2	3.8	6.5	1.8	2.0	1.6	2.3	3.9	3.6	2.7	4.9
57	Furniture, home furnishings, and equipment stores	5.8	5.8	4.6	5.1	1.6	1.5	1.5	2.2	4.2	4.3	3.6	4.6
	Nondurable goods, total	2.4	1.6	1.8	2.2	0.5	0.5	0.5	0.4	1.5	1.4	1.3	1.3
53	General merchandise group stores	1.6	1.2	1.9	1.6	0.3	0.3	0.3	0.3	1.1	0.9	1.1	0.8
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	5.1	3.7	3.9	4.1	0.6	0.6	0.6	0.5	2.8	2.1	2.5	2.3
541	Grocery stores	5.3	3.9	3.9	4.3	0.6	0.6	0.6	0.5	3.0	2.2	2.6	2.5
554	Gasoline service stations	5.6	4.3	3.7	4.3	1.1	1.0	1.1	1.2	4.8	3.7	3.4	3.5
56	Apparel and accessory stores	4.4	4.2	4.4	4.5	1.7	1.5	1.4	1.5	3.8	3.3	3.0	3.4
58	Eating and drinking places	5.1	5.1	5.7	5.9	1.2	1.3	1.4	0.9	3.7	4.7	3.9	3.3
591	Drug stores and proprietary stores	10.9	8.0	7.3	5.9	1.4	0.9	0.8	0.7	5.2	4.3	3.8	5.3
53,56, 57,594	GAF[3]	2.3	1.7	2.0	2.1	0.8	0.6	0.6	0.8	1.7	1.4	1.2	1.6

*The Midwest was formerly the North Central States.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-3. Estimated Coefficients of Variation in Percent for Retail Sales, by Kind of Business for Geographic Divisions

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Dollar Volume Sales Estimates									
	Retail trade, total	4.7	2.2	2.2	3.0	2.3	4.8	3.3	5.8	2.3
	Durable goods, total	(S)	4.7	4.1	5.6	4.6	7.5	6.2	8.6	4.6
55 ex. 554	Automotive dealers	(S)	6.9	5.7	8.2	5.1	(S)	7.3	14.0	8.0
57	Furniture, home furnishings, and equipment stores	(S)	(S)	6.7	(S)	6.9	(S)	(S)	11.9	5.3
	Nondurable goods, total	4.4	2.9	2.3	4.1	2.3	4.6	3.1	5.5	2.2
53	General merchandise group stores	4.6	1.2	1.5	2.0	2.4	4.1	2.3	4.8	1.4
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	9.7	6.6	4.3	8.9	4.6	(S)	6.3	9.1	4.0
554	Gasoline service stations	(S)	6.4	5.3	8.5	5.2	(S)	(S)	(S)	5.8
56	Apparel and accessory stores	(S)	5.0	5.6	8.2	5.7	(S)	6.9	(S)	5.5
58	Eating and drinking places	(S)	6.5	5.9	(S)	(S)	(S)	(S)	(S)	7.2
591	Drug stores and proprietary stores	(S)	9.8	(S)	(S)	(S)	(S)	(S)	(S)	5.6
53,56,57,594	GAF[1]	4.6	2.2	1.9	2.8	2.8	4.3	3.1	5.3	2.4
	Ratio of 2 Consecutive Months[2]									
	Retail trade, total	1.1	0.7	0.7	1.0	0.6	1.1	0.9	0.9	0.7
	Durable goods, total	**	1.6	1.6	2.1	1.4	2.3	1.8	**	1.6
55 ex. 554	Automotive dealers	**	2.2	2.2	2.9	2.1	**	2.9	**	2.7
57	Furniture, home furnishings, and equipment stores	**	**	1.8	**	1.9	**	**	**	2.2
	Nondurable goods, total	0.8	0.5	0.4	0.9	0.5	0.9	0.8	0.8	0.4
53	General merchandise group stores	0.8	0.3	0.3	0.7	0.5	0.9	0.4	0.9	0.2
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	1.2	0.6	0.8	1.1	0.6	**	0.9	1.0	0.6
554	Gasoline service stations	**	1.3	1.0	2.2	1.2	**	**	**	1.5
56	Apparel and accessory stores	**	1.8	1.4	3.1	2.2	**	2.1	**	1.7
58	Eating and drinking places	**	1.4	1.6	**	**	**	**	**	1.1
591	Drug stores and proprietary stores	**	1.5	**	**	**	**	**	**	0.8
53,56,57,594	GAF[1]	1.5	0.8	0.7	0.9	0.7	1.1	1.0	1.6	0.7
	Ratio to Same Month a Year Ago[3]									
	Retail trade, total	2.5	1.7	1.5	2.8	1.4	2.6	2.0	3.0	1.7
	Durable goods, total	**	3.3	2.9	4.9	2.9	5.1	4.1	**	3.6
55 ex. 554	Automotive dealers	**	5.0	3.9	7.5	3.7	**	5.2	**	5.3
57	Furniture, home furnishings, and equipment stores	**	**	4.4	**	4.6	**	**	**	4.9
	Nondurable goods, total	2.6	1.9	1.5	2.5	1.6	3.0	2.6	2.7	1.3
53	General merchandise group stores	2.6	1.0	1.2	2.4	1.8	3.4	1.3	2.2	0.6
531	Department stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
54	Food stores	4.9	3.6	3.0	3.5	3.0	**	5.0	5.4	2.2
554	Gasoline service stations	**	6.0	4.0	10.0	4.3	**	**	**	4.1
56	Apparel and accessory stores	**	4.1	3.8	7.5	4.3	**	4.2	**	3.6
58	Eating and drinking places	**	3.6	5.7	**	**	**	**	**	4.0
591	Drug stores and proprietary stores	**	5.7	**	**	**	**	**	**	5.4
53,56,57,594	GAF[1]	3.3	1.7	1.6	2.5	2.0	3.1	2.4	4.2	1.6

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] GAF represents stores which specialize in department store types of merchandise (see appendix A). [2] The ratio of the preliminary estimates for the current month to the final estimate for the previous month. [3] The ratio of the preliminary estimate to the final estimate for the same month one year ago.

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-4. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Large States

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates					Ratio of 2 consecutive months[1]					Ratio to same month a year ago[2]				
	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]	Total	Durable	Non-durable	Depart-ment stores	GAF[3]
California	3.0	5.5	2.6	0.0	2.8	0.7	1.8	0.4	0.0	0.7	1.9	4.1	1.6	0.0	1.6
Florida	4.3	8.1	4.1	0.0	4.5	0.9	1.9	0.6	0.0	1.3	2.5	4.5	2.2	0.0	3.1
Illinois	3.7	(S)	3.1	0.0	3.8	1.1	**	0.9	0.0	1.3	2.9	**	3.4	0.0	3.6
Indiana	4.8	(S)	6.6	0.0	7.1	1.6	**	0.8	0.0	1.6	3.3	**	3.0	0.0	4.6
Louisiana	6.5	(S)	6.2	0.0	7.3	1.6	**	1.3	0.0	1.9	3.9	**	4.0	0.0	4.9
Maryland	6.0	(S)	5.7	0.0	8.4	1.4	**	0.9	0.0	1.5	3.4	**	3.4	0.0	6.7
Massachusetts	5.9	(S)	5.7	0.0	5.1	1.6	**	1.2	0.0	1.9	3.7	**	3.9	0.0	4.5
Michigan	4.7	8.9	4.4	0.0	3.6	1.7	3.4	0.9	0.0	1.2	3.4	6.6	3.4	0.0	2.8
Minnesota	6.4	(S)	8.7	0.0	5.3	2.3	**	2.3	0.0	1.4	6.9	**	7.4	0.0	3.3
Missouri	6.7	(S)	8.4	0.0	4.7	1.6	**	1.1	0.0	1.4	3.9	**	3.3	0.0	4.4
New Jersey	6.1	(S)	6.2	0.0	4.4	1.4	**	1.0	0.0	1.1	4.6	**	4.8	0.0	3.9
New York	3.3	6.9	3.4	0.0	3.7	1.1	2.6	0.8	0.0	1.4	2.6	4.8	2.5	0.0	3.1
North Carolina	6.1	(S)	5.8	0.0	6.9	2.0	**	2.0	0.0	2.3	4.0	**	4.6	0.0	6.3
Ohio	5.9	(S)	4.0	0.0	3.0	1.0	**	0.9	0.0	1.3	2.5	**	2.3	0.0	2.3
Pennsylvania	4.8	10.5	4.8	0.0	2.7	0.9	1.9	0.7	0.0	1.2	2.8	4.8	3.5	0.0	2.0
Tennessee	5.5	(S)	4.9	0.0	6.7	1.9	**	1.3	0.0	1.9	3.8	**	3.7	0.0	4.4
Texas	4.6	8.3	4.3	0.0	3.3	1.1	2.2	1.1	0.0	1.3	2.7	4.9	3.3	0.0	3.1
Virginia	4.7	(S)	5.4	0.0	5.6	1.6	**	1.1	0.0	1.7	4.3	**	5.6	0.0	4.1
Wisconsin	5.5	11.4	6.7	0.0	4.0	1.8	4.2	1.5	0.0	1.3	5.2	11.3	5.1	0.0	4.6

See footnotes at bottom of table B-5.

Table B-5. Estimated Coefficients of Variation in Percent for Retail Sales, by Selected Kind of Business for Specified Areas and Cities

(Based on sales estimates not adjusted for seasonal variations, holiday, and trading-day differences)

Area	Dollar volume sales estimates			Ratio of 2 consecutive months[1]			Ratio to same month a year ago[2]		
	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]	Total	Nondurable	GAF[3]
Standard Consolidated Areas									
Chicago, IL-Northwestern, IN	3.7	3.2	4.2	1.3	0.9	1.1	3.0	3.0	2.9
New York, NY-Northeastern, NJ	3.5	3.3	3.3	0.9	0.7	1.1	2.7	2.9	2.9
Standard Metropolitan Statistical Areas									
Anaheim-Santa Ana-Garden Grove, CA	7.4	6.0	4.5	1.5	0.9	1.0	4.0	4.0	2.9
Atlanta, GA	(S)	(S)	11.0	**	**	2.3	**	**	5.5
Baltimore, MD	8.1	8.7	4.5	1.6	1.0	1.3	4.9	3.4	2.1
Boston, MA	6.7	5.6	5.8	1.6	1.3	1.6	4.5	5.1	3.5
Chicago, IL	3.8	3.3	4.4	1.3	0.9	1.2	3.2	3.2	3.1
Cleveland, OH	(S)	9.4	4.8	**	1.2	1.0	**	6.4	2.7
Dallas-Fort Worth, TX	6.1	6.2	6.0	1.7	1.6	1.7	4.7	4.7	3.4
Detroit, MI	5.4	5.6	4.8	1.5	0.9	1.2	5.1	5.1	4.0
Houston, TX	5.7	7.1	4.1	1.7	1.1	0.9	3.0	3.7	2.7
Kansas City, MO-KS	9.6	7.4	3.9	2.6	1.3	1.4	5.7	5.0	2.9
Los Angeles-Long Beach, CA	5.0	5.5	6.3	0.8	0.7	1.3	2.5	2.9	2.8
Miami, FL	10.8	8.7	7.9	1.9	1.4	1.3	6.3	6.0	2.8
Milwaukee, WI	(S)	(S)	6.1	**	**	1.2	**	**	4.1
Minneapolis-St. Paul, MN-WI	9.8	11.5	2.8	3.4	3.2	0.9	8.5	10.3	1.6
Nassau-Suffolk, NY	10.1	7.7	6.7	1.8	1.5	1.7	4.4	4.6	7.6
New York, NY	4.1	5.2	4.7	1.2	1.0	1.6	4.1	4.4	4.0
Newark, NJ	8.6	8.2	5.9	1.7	2.0	1.6	8.8	7.9	5.5
Philadelphia, PA	7.0	8.3	5.9	1.4	1.2	1.9	5.8	6.7	5.3
Pittsburgh, PA	11.9	8.3	5.8	2.2	1.7	2.5	6.3	5.2	3.5
St. Louis, MO-IL	11.1	13.9	7.2	1.7	1.0	1.3	5.1	4.7	6.0
San Diego, CA	7.7	(S)	4.6	2.1	**	1.4	5.2	**	2.8
San Francisco-Oakland, CA	6.1	6.6	3.7	1.5	1.0	1.6	4.4	3.8	4.6
Washington, DC-MD-VA	7.3	6.0	9.4	1.9	1.4	2.5	5.6	9.2	8.0
Cities									
Chicago, IL	8.4	7.0	6.0	1.6	1.2	2.4	4.6	4.6	5.6
Los Angeles, CA	8.9	7.6	8.6	1.6	1.1	2.2	4.3	3.9	5.1
New York, NY	4.6	6.4	5.6	1.3	1.2	1.9	4.1	4.6	4.3
Philadelphia, PA	13.5	16.2	8.8	1.9	1.4	3.0	13.1	15.3	5.9

**Not shown because dollar volume sales estimates are not published for this area. S The coefficients of variation for these kinds of business exceed publication standards.

[1] The ratio of the preliminary estimate for the current month to the final estimate for the previous month. [2] The ratio of the preliminary estimate to the final estimate for the same month one year ago. [3] GAF represents stores which specialize in department store types of merchandise (see appendix A).

NOTE: The median coefficients of variation are based on sales estimates for the data months January 1986 through July 1986.

Table B-6. Estimated Coefficients of Variation in Percent for Inventories, by Kind of Business

(Based on inventories estimates not adjusted for seasonal variations)

SIC code	Kind of business	Dollar volume inventories estimates	Ratio of 2 consecutive months
	Retail trade, total	1.2	0.4
	Durable goods, total	2.0	0.7
52	Building materials, hardware, garden supply, and mobile home dealers	6.5	0.9
55	Automotive dealers	2.7	1.0
57	Furniture, home furnishings, equipment dealers	3.8	1.4
	Nondurable goods, total	1.3	0.5
53	General merchandise group stores	1.7	0.7
	Department stores	1.4	0.8
54	Food stores	2.4	0.5
56	Apparel and accessory stores	4.7	1.4

NOTE: The median coefficients of variation are based on inventories estimates for the data months July 1985-January 1986.

MONTHLY REVISIONS TO ESTIMATES

Each month the Census Bureau issues three sets of estimates of retail sales—advance, preliminary, and final—and two estimates of retail inventories—preliminary and final. The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panels. Because of the early reporting and the sampling variability between the subsample and the full sample, the advance estimates will differ from the subsequent estimates for the same month. There are also differences between the preliminary and final sales estimates because of the differences in the samples as described in the section, "Use of the Rotating Sample and Composite Estimate Procedures." and such nonsampling errors as indicated in Appendix B, "Reliability of Data." The inventories estimates are developed from a fixed sample of respondents, i.e., the same respondents are canvassed each month. Therefore, the differences betwen the preliminary and final inventories estimates for the same month are due to nonsampling errors.

For total retail sales, the range of the difference between the last 12 advance and final estimates for the same months was from -1.0 percent to +1.4 percent, with a median of +0.3 percent. The range of difference between preliminary and final estimates was from -0.2 percent to +0.5 percent, with a median of +0.2 percent. The preliminary-to-final difference for total retail inventories over the last 12 months ranged from -0.5 percent to +0.6 percent, with a median of 0.0 percent.

Table B-7. Seasonally Adjusted Advance, Preliminary, and Final Retail Sales Estimates

SIC code	Kind of business	November 1986 (millions of dollars)			Percent differences last 12 months					
					Final/advance			Final/preliminary		
		Advance	Preliminary	Final	Range		Median	Range		Median
					From	To		From	To	
	Retail trade, total	122261.	120.937.	121062.	-1.0	1.4	0.3	-0.2	0.5	0.2
	Total (excluding auto group)	94150.	93.479.	93313.	-0.9	0.8	0.2	-0.4	0.4	0.0
	Durable goods, total	4.7721.	46.706.	47019.	-1.5	2.6	0.4	-0.2	0.9	0.5
52	Building materials, hardware, garden supply and mobile home dealers	7391.	7.223.	7162.	-3.1	4.4	0.0	-1.2	0.7	-0.6
55 ex. 554	Automotive dealers	28101.	27.456.	27.749.	-1.3	4.1	-0.1	-0.2	1.5	0.8
57	Furniture, home furnishings, and equipment stores	6.660.	6.536.	6.664.	-4.0	4.0	0.8	-0.8	2.0	0.1
	Nondurable goods, total	74.530.	7.4231.	74.043.	-0.7	1.1	0.1	-0.4	0.6	0.0
53	General merchandise group stores	13904.	13760.	13775.	-0.9	1.5	-0.1	-0.9	0.7	-0.1
531	Department stores	11978.	11872.	11852.	-1.1	1.6	0.1	-0.5	0.6	-0.1
54	Food stores	25175.	2.4991.	24.925.	-1.0	0.8	0.2	-0.9	0.8	0.1
541	Grocery stores	23.760.	23.608.	23.524.	-1.3	0.9	0.1	-1.0	0.9	0.1
554	Gasoline service stations	6.852.	6.937.	6.846.	-4.3	4.1	-0.7	-1.6	0.9	0.0
56	Apparel and accessory stores	6318.	6.328.	6.357.	-1.9	3.0	1.4	-1.0	1.1	0.5
58	Eating and drinking places	12154.	12182.	12140.	-1.1	3.5	0.6	-1.0	2.3	0.1
591	Drug stores and proprietary stores	4195.	4193.	4171.	-1.8	1.9	-0.3	-1.1	0.3	-0.3

Table B-8. Seasonally Adjusted Preliminary and Final Inventories Estimates

SIC code	Kind of business	November 1986 (millions of dollars)		Percent differences last 12 months (final/preliminary)		
		Preliminary	Final	Range		Median
				From	To	
	Retail trade, total	175181.	174,788.	-0.5	0.6	0.0
	Total (excluding auto group)	130318.	129914.	-0.4	0.2	0.1
	Durable goods, total	89,432.	89173.	-0.8	1.4	0.0
52	Building materials, hardware, garden supply, and mobile home dealers	14309.	14319.	-0.3	4.0	0.1
55 ex. 554	Automotive dealers	44,863.	44,874.	-0.8	2.0	-0.1
57	Furniture, home furnishings, and equipment stores	14135.	14118.	-0.3	1.4	0.1
	Nondurable goods, total	85,749.	85615.	-0.3	0.2	0.0
53	General merchandise group stores	32010.	31883.	-1.0	0.8	-0.1
531	Department stores	2,5841.	25714.	-0.9	1.0	0.0
54	Food stores	17032.	17018.	-0.5	0.5	0.0
56	Apparel and accessory stores	15892.	15887.	-1.6	0.4	0.1

Appendix C. Adjustment Factors for Seasonal and Other Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the *X-11 Variant of the Census Method II Seasonal Adjustment Program,* U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 Program.

Adjustment of estimates is an approximation based on current and past experiences. Therefore, the adjustments could become less precise if current competitive pressures, changes in consumer buying patterns during holiday periods, and other elements introduce significant changes in seasonal, trading-day, and holiday patterns. There is the further difficulty of developing satisfactory adjustment factors for shifting holidays such as Easter.

A description of trading-day adjustment factors may be found in *Estimating Trading-Day Variation in Monthly Economic Time Series,* Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in *Seasonal Adjustment on Electronic Computers,* pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Concurrent Seasonal Adjustment

Concurrent seasonal adjustment uses all available unadjusted estimates (including the latest preliminary and advance estimates) as input to the X-11 program. When unadjusted advance, preliminary, and final estimates become available, all estimates will be used as input to the X-11 program and new factors will be applied to the advance, preliminary, and final (one month before the preliminary) estimates and to the previous year estimates that correspond to the advance and preliminary months. These new factors will replace the factors developed after the last benchmarking operation that were used to derive adjusted estimates for the period January 1983 through January or February 1986. Before the introduction of concurrent seasonal adjustment, factors were computed twice a year and projected factors were used to seasonally adjust the advance, preliminary, and final estimates.

Tables C-1 and C-2 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used to adjust inventory and sales estimates. For kinds of business whose last observation is an advance estimate, two months of projected factors are shown. For all other kinds of business, three months of projected factors are shown. These projected factors are estimates of the factors that will be used to derive adjusted estimates.

Table C-1. **Seasonal Adjustment Factors for U.S. Retail Inventories, by Kind of Business:**

Sic code	Kind of business	1985		1986												1987		
		Nov	Dec.[1]	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov.[1]	Dec	Jan.[1]	Feb.[1]	Mar.[1]
	Retail trade, total	1.059	.967	.962	.986	1.004	1.010	1.000	.989	.983	.981	1.000	1.047	1.060	.966	.964	.989	1.008
	Durable goods, total	1.015	.986	.992	1.014	1.025	1.032	1.020	1.007	.982	.951	.962	.996	1.018	.986	.993	1.019	1.025
52	Bldg. mat., hardware, garden supply, & mobile home dlrs	.977	.957	.968	.997	1.027	1.040	1.035	1.013	1.002	.998	.993	.993	.979	.955	.967	.996	1.028
55	Automotive dealers	.992	1.006	1.016	1.050	1.057	1.058	1.038	1.019	.971	.900	.906	.951	.995	1.006	1.021	1.062	1.057
57	Furniture, home furnishings, equipment dealers	1.050	.988	.973	.976	.989	.995	.994	1.006	.988	.999	1.007	1.040	1.054	.988	.972	.974	.988
	Nondurable goods, total	1.101	.951	.935	.960	.984	.990	.983	.972	.983	1.003	1.039	1.094	1.102	.950	.936	.960	.985
53	General mdse. group stores	1.156	.902	.879	.926	.972	.995	.987	.964	.982	1.015	1.070	1.147	1.158	.901	.880	.928	.974
531	Department stores	1.165	.905	.877	.926	.976	1.001	.992	.963	.974	1.005	1.064	1.141	1.168	.905	.878	.928	.978
54	Food stores	1.046	1.013	.994	.990	.998	.995	.993	.998	.980	.974	.989	1.027	1.046	1.012	.996	.991	.998
56	Apparel & accessory stores	1.109	.936	.913	.956	.990	.993	.971	.955	.989	1.023	1.057	1.109	1.106	.934	.913	.954	.990

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. Adjustment factors are not included in this table for kinds of business that are not published separately. Adjusted inventory data shown in table 11 are obtained by dividing the unadjusted data shown in that table by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors for totals are approximations and may show small differences from published data.

Table C-2. Combined Seasonal, Trading-Day, and Holiday Adjustment Factors for U.S. Retail Sales and Retail Sales of Group II Companies, by Kind of Business

SIC code	Kind of business	1985		1986												1987		
		Nov.	Dec.[1]	Jan.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.[1]	Dec.[1]	Jan.[1]	Feb.[1]	Mar.[1]
	U.S. Retail Sales																	
	Retail trade, total	1.021	1.195	.900	.854	.979	.986	1.055	1.008	1.009	1.019	.972	1.008	1.005	1.208	.900	.852	.967
	Durable goods, total	.961	1.064	.884	.858	.988	1.030	1.095	1.076	1.044	1.010	1.007	.998	.932	1.087	.869	.855	.995
52	Bldg. mat., hardware, garden supply, & mobile home dlrs.	.966	.900	.787	.717	.903	1.021	1.178	1.163	1.131	1.076	1.059	1.095	.946	.928	.777	.724	.901
521,3	Bldg. mat. & supply stores	.971	.872	.784	.731	.900	1.009	1.134	1.144	1.156	1.100	1.084	1.115	.951	.895	.779	.729	.906
525	Hardware stores	1.008	1.143	.837	.747	.893	1.040	1.153	1.101	1.067	1.029	.968	1.014	.994	1.163	.842	.747	.888
55 ex. 554	Automotive dealers	.915	.887	.902	.894	1.048	1.068	1.124	1.099	1.058	1.016	.996	.994	.879	.916	.879	.892	1.053
551,2, 5,6,7,9	Motor vehicle & misc. automotive dealers	.904	.876	.905	.905	1.059	1.074	1.131	1.101	1.054	1.013	.992	.985	.865	.906	.881	.903	1.065
553	Auto & home supply stores	1.038	.992	.869	.788	.928	1.041	1.058	1.052	1.099	1.057	1.024	1.073	1.010	1.015	.868	.787	.933
57	Furniture, home furnishings & equipment stores	1.089	1.353	.922	.855	.947	.935	.975	.955	.981	1.006	.982	1.016	1.068	1.375	.930	.851	.942
571	Furniture, home furnishings stores	1.084	1.149	.930	.857	.964	.961	1.018	.983	.987	1.031	1.000	1.039	1.058	1.165	.935	.858	.965
5722, 32	Household appliance, radio, TV stores	1.112	1.585	.928	.845	.917	.890	.923	.926	.976	.968	.957	1.004	1.088	1.620	.946	.840	.900
	Nondurable goods, total	1.056	1.266	.912	.851	.974	.954	1.035	.976	.988	1.023	.954	1.014	1.037	1.275	.919	.851	.950
53	General mdse. group stores	1.218	1.842	.703	.701	.919	.901	1.022	.925	.883	.987	.906	.991	1.203	1.849	.715	.703	.879
531	Department stores	1.216	1.830	.702	.698	.920	.904	1.023	.931	.882	.992	.910	.990	1.200	1.837	.714	.698	.883
533	Variety stores	1.067	1.853	.750	.744	.984	.906	1.007	.912	.926	.995	.866	.956	1.042	1.888	.755	.748	.880
539	Misc. gen. mdse. stores	1.311	1.945	.690	.704	.852	.879	1.010	.894	.867	.952	.883	1.010	1.291	1.956	.704	.703	.821
54	Food stores	1.013	1.047	.987	.899	.991	.967	1.058	.992	1.041	1.038	.959	1.012	.985	1.058	1.002	.900	.967
541	Grocery stores	1.015	1.038	.994	.899	.988	.966	1.058	.992	1.042	1.040	.960	1.014	.986	1.051	1.006	.900	.967
554	Gasoline service stations	.989	1.018	.972	.870	.942	.976	1.035	1.043	1.066	1.052	1.005	1.028	.975	1.016	.975	.880	.952
56	Apparel & accessory stores	1.137	1.638	.790	.733	.995	.916	1.017	.904	.886	1.037	.946	.998	1.111	1.658	.807	.731	.893
561	Men's & boys' clothing, furnishing stores	1.205	1.908	.805	.700	.878	.899	1.022	.960	.828	.920	.874	.992	1.190	1.932	.820	.697	.806
562,3, 8	Women's clothing, specialty stores, furriers	1.138	1.588	.798	.754	1.004	.944	1.023	.888	.907	.985	.963	1.029	1.111	1.601	.817	.752	.927
566	Shoe stores	1.060	1.329	.826	.761	1.095	.971	1.047	.934	.867	1.076	1.007	.995	1.037	1.345	.846	.758	.930
58	Eating and drinking places	.967	.972	.914	.873	.992	1.001	1.057	1.045	1.071	1.099	.992	1.033	.955	.974	.914	.869	.984
591	Drug & proprietary stores	.981	1.329	.970	.922	.995	.961	1.007	.970	.970	.974	.937	.981	.967	1.340	.970	.914	.974
592	Liquor stores	1.042	1.386	.908	.834	.918	.915	.999	.980	1.043	1.037	.943	.985	1.022	1.397	.927	.832	.898
	Retail Sales of Group II Companies																	
	Retail trade, total	1.102	1.414	.863	.814	.967	.944	1.036	.958	.959	1.005	.939	1.004	1.080	1.429	.873	.814	.937
553	Auto & home supply stores	1.062	1.033	.851	.781	.946	1.019	1.074	1.037	1.078	1.041	1.010	1.088	1.044	1.053	.853	.781	.943
53	General mdse. group stores	1.226	1.855	.700	.700	.920	.899	1.021	.930	.876	.987	.903	.986	1.207	1.866	.709	.701	.881
531	Department stores	1.214	1.833	.703	.699	.919	.906	1.022	.934	.882	.993	.910	.989	1.200	1.841	.714	.698	.886
533	Variety stores	1.090	1.913	.720	.731	.964	.921	1.025	.909	.897	.987	.859	.953	1.055	1.952	.735	.730	.878
541	Grocery stores	1.026	1.051	1.006	.907	1.000	.968	1.062	.972	1.022	1.028	.950	1.009	.989	1.071	1.024	.907	.969
56	Apparel & accessory stores	1.159	1.761	.715	.693	1.017	.909	.996	.901	.861	1.085	.937	.981	1.138	1.772	.727	.691	.877
562,3, 8	Women's clothing, specialty stores, furriers	1.151	1.716	.714	.709	1.012	.933	1.000	.910	.915	1.023	.930	.991	1.136	1.721	.726	.710	.910
566	Shoe stores	1.092	1.443	.787	.738	1.141	.938	1.032	.919	.826	1.111	.982	.992	1.053	1.463	.787	.734	.919
591	Drug & proprietary stores	.989	1.459	.944	.894	.997	.935	1.006	.967	.964	.966	.927	.962	.975	1.471	.947	.892	.955

[1] Factors were developed after the issue of last month's report. (See "Concurrent Seasonal Adjustment" in appendix C.)

NOTE: The X-11 version of the census method II seasonal adjustment program was used in developing these factors. The sales adjustment factors, a combination of the factors, are not included in this table for those kinds of business for which adjusted data are not published separately. Adjusted sales data shown in tables 1 and 4 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. The options used to derive factors for each kind of business were selected during the last benchmarking operation and will not be subject to modification until the next benchmarking operation. These options are available upon request.

Appendix D. Geographic Areas Included in This Report

Standard Metropolitan Statistical Areas

(As defined by the Office of Management and Budget as of December 31, 1977)

STANDARD CONSOLIDATED AREAS

Chicago—Gary, Il-IN. Chicago, IL, SMSA, and Gary-Hammond-East Chicago, IN, SMSA.

New York-Newark-Jersey City, NY-NJ-CT. New York, NY-NJ, SMSA; Nassau-Suffolk, NY, SMSA; Long Branch-Asbury Park, NJ, SMSA; Newark, NJ, SMSA; Jersey City, NJ, SMSA; Paterson-Clifton-Passaic, NJ, SMSA; New Brunswick-Perth Amboy-Sayreville, NJ, SMSA; Norwalk, CT, SMSA; and Stamford, CT, SMSA.

STANDARD METROPOLITAN STATISTICAL AREAS

Akron, OH. Portgage and Summit Counties, OH.

Albany-Schenectady-Troy, NY. Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, NY.

Albuquerque, NM. Bernalillo and Sandoval Counties, NM.

Allentown-Bethlehem-Easton, PA-NJ. Carbon, Lehigh, and Northampton Counties, PA, and Warren County, NJ.

Anaheim-Santa Ana-Garden Grove, CA. Coextensive with Orange County, CA.

Atlanta, GA. Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnet, Henry, Newton, Paulding, Rockdale, and Walton Counties, GA.

Austin, TX. Hays, Travis, and Williamson Counties, TX.

Bakersfield, CA. Coextensive with Kern County, CA.

Baltimore, MD. Baltimore City, and Anne Arundel, Baltimore, Carroll, Hartford, and Howard Counties, MD.

Baton Rouge, LA. Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, LA.

Birmingham, Al. Jefferson, St. Clair, Shelby, and Walker Counties, AL.

Boston, MA.[1] Beverly, Lynn, Peabody, and Salem cities, and Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marbelhead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn cities, and Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County; Quincy city, and Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Meedham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County; and Boston, Chelsea, and Revere cities, and Winthrop town in Suffolk County, MA.

Bridgeport, CT. Bridgeport and Shelton cities, and Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; and Derby and Milford cities in New Haven County, CT.

Buffalo, NY. Erie and Niagara Counties, NY.

Canton, OH. Carroll and Stark Counties, OH.

Charleston, SC. Berkeley, Charleston, and Dorchester Counties, SC.

Charlotte-Gastonia, NC. Gaston, Mecklenburg, and Union Counties, NC.

Chattanooga, TN-GA. Hamilton, Marion, and Sequatchie Counties, TN; and Catoosa, Date, and Walker Counties, GA.

Chicago, Il. Cook, Du Page, Kane, Lake, McHenry, and Will Counties, IL.

Cincinnati, OH-KY-IN. Clermont, Hamilton, and Warren Counties, OH; Boone, Campbell, and Kenton Counties, KY; and Dearborn County, IN.

Cleveland, OH. Cuyahoga, Geauga, Lake, and Medina Counties, OH.

Columbia, SC. Lexington and Richland Counties, SC.

Columbus, OH. Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, OH.

Dallas-Fort Worth, TX. Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties, TX.

Davenport-Rock Island-Moline, IA-IL. Scott County, IA; and Henry and Rock Island Counties, IL.

Dayton, OH. Greene, Miami, Montgomery, and Preble Counties, OH.

Denver-Boulder, CO. Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, CO.

Detroit, MI. Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, MI.

EL Paso, TX. Coextensive with El Paso County, TX.

Flint, MI. Genesee and Shiawassee Counties, MI.

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[1] Statistics for the Boston SMSA in Table 9 include retail establishments in all of Essex, Middlesex, Norfolk, Plymouth, and Suffolk Counties.

Fort Lauderdale-Hollywood, FL. Coextensive with Broward County, FL.

Fresno, CA. Coextensive with Fresno County, CA.

Gary-Hammond-East Chicago, IN. Lake and Porter Counties, IN.

Grand Rapids, MI. Kent and Ottawa Counties, MI.

Greensboro—Winston-Salem—High Point, NC. Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, NC.

Greenville-Spartanburg, SC. Greenville, Pickens, and Spartanburg Counties, SC.

Harrisburg, PA. Cumberland, Dauphin, and Perry Counties, PA.

Hartford, CT. Hartford city, and Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; New Hartford town in Litchfield County; Cromwell, East Hampton, and Portland towns in Middlesex County; Colchester town and Colchester Borough in New London County; and Andover, Bolton, Columbia, Coventry. Ellington, Hebron, Stafford, Stafford Springs Borough, Tolland, Vernon, and Willington towns in Tolland County, CT.

Honolulu, HI. Coextensive with Honolulu County, HI.

Houston, TX. Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties, TX.

Indianapolis, IN. Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, IN.

Jacksonville, FL. Baker, Clay, Duval, Nassau, and St. Johns Counties, FL.

Jersey City, NJ. Coextensive with Hudson County, NJ.

Johnson City-Kingsport-Bristol, TN-VA. Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; and Bristol city, and Scott and Washington Counties, VA.

Kansas City, MO-KS. Cass, Clay, Jackson, Platte, and Ray Counties, MO; and Johnson and Wyandotte Counties, KS.

Knoxville, TN. Anderson, Blount, Knox, and Union Counties, TN.

Lansing-East Lansing, MI. Clinton, Eaton, Ingham, and Ionia Counties, MI.

Las Vegas, NV. Coextensive with Clark County, NV.

Little Rock-North Little Rock, AR. Pulaski and Saline Counties, AR.

Long Branch-Asbury Park, NJ. Coextensive with Monmouth County, NJ.

Los Angeles-Long Beach, CA. Coextensive with Los Angeles County, CA.

Louisville, KY-IN. Bullitt, Jefferson, and Oldham Counties, KY; and Clark and Floyd Counties, IN.

Memphis, TN-AR-MS. Shelby and Tipton Counties, TN; Crittenden County, AR; and DeSoto County, MS.

Miami, FL. Coextensive with Dade County, FL.

Milwaukee, WI. Milwaukee, Ozaukee, Washington, and Waukesha Counties, WI.

Minneapolis-St. Paul, MN-WI. Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, MN; and St. Croix County, WI.

Mobile, AL. Baldwin and Mobile Counties, AL.

Nashville-Davidson, TN. Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, TN.

Nassau-Suffolk, NY. Nassau and Suffolk Counties, NY.

New Brunswick-Perth Amboy-Sayreville, NJ. Coextensive with Middlesex County, NJ.

New Haven-West Haven, CT. Clinton town in Middlesex County New Haven and West Haven cities, and Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Willingford, and Woodbridge towns in New Haven County, CT.

New Orleans, LA. Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, LA.

New York, NY-NJ. Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, NY, and Bergen County, NJ.

Newark, NJ. Essex, Morris, Somerset, and Union Counties, NJ.

Norfolk-Virginia Beach-Portsmouth, VA-NC. Cheaspeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities, VA; and Currituck County, NC.

Northeast Pennsylvania. Lackawanna, Luzerne, and Monroe Counties, PA.

Norwalk, CT. Norwalk city and Weston, Westport, and Wilton towns in Fairfield County, CT.

Oklahoma City, OK. Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, OK.

Omaha, NE-IA. Douglas and Sarpy Counties, NE; and Pottawattamie County, IA.

Orlando, FL. Orange, Osceola, and Seminole Counties, FL.

Oxnard-Simi Valley-Ventura, CA. Coextensive with Ventura County, CA.

Paterson-Clifton-Passaic, NJ. Coextensive with Passaic County, NJ.

Philadelphia, PA-NJ. Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, PA; and Burlington, Camden, and Gloucester Counties, NJ.

Phoenix, AZ. Coextensive with Maricopa County, AZ.

Pittsburgh, PA. Allegheny, Beaver, Washington, and Westmoreland Counties, PA.

Portland, OR-WA. Clackamas, Multnomah, and Washington Counties, OR, and Clark County, WA.

Providence-Warwick-Pawtucket, RI-MA. Barrington, Bristol, and Warren towns in Bristol County; Warwick City, and Coventry, East Greenwick, and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Providence, Pawtucket, Providence, and Woonsocket cities, and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County; and Narragansett, North Kingstown, and South Kingstown towns in Washington County, RI; Attleboro city, and North Attleborough, Norton, Rehoboth, and Seekonk towns in Briston County; Planville town in Norfolk County; and Blackstone and Millville towns in Worcester County, MA.

Raleigh-Durham, NC. Durham, Orange, and Wake Counties, NC.

Richmond, VA. Richmond city, and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, VA.

Riverside-San Bernardino-Ontario, CA. Riverside and San Bernardino Counties, CA.

Rochester, NY. Livingston, Monroe, Ontario, Orleans, and Wayne Counties, NY.

Sacramento, CA. Placer, Sacrameto, and Yolo Counties, CA.

St. Louis, MO-IL. St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, MO; and Clinton, Madison, Monroe, and St. Clair Counties, Il.

Salt Lake City-Ogden, UT. Davis, Salt Lake, Tooele, and Weber Counties, UT.

San Antonio, TX. Bexar, Comal, and Guadaupe Counties, TX.

San Diego, CA. Coextensive with San Diego County, CA.

San Francisco-Oakland, CA. Alamada, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

San Jose, CA. Coextensive with Santa Clara County, CA.

Seattle-Everett, WA. King and Snohomish Counties, WA.

Springfield-Chicopee-Holyoke, MA-CT. Chicopee, Holyoke, Springfield, and Westfield cities, and Agawam, East Longmeadow, Hampton, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County; Northampton city, and Belchertown, Easthampton, Granby, Hadely, Hatfield, South Hadley, and Southhampton towns in Hampshire County; Warren town in Worchester County, MA; and Somers town in Tolland County, CT.

Stamford, CT. Stamford city and Darien, Greenwick, and New Canaan towns in Fairfield County, CT.

Syracuse, NY. Madison, Onondaga, and Oswego Counties, NY.

Tacoma, WA. Coextensive with Pierce County, WA.

Tampa-St. Petersburg, FL. Hillsborough, Pasco, and Pinellas Counties, FL.

Toledo, OH-MI. Fulton, Lucas, Ottawa, and Wood Counties, OH; and Monroe County, MI.

Tucson, AZ. Coextensive with Pima County, AZ.

Tulsa, OK. Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, OK.

Washington, DC-MD-VA. District of Columbia; Charles, Montgomery, and Prince George's Counties, MD; and Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, and Arlington, Fairfax, Loudoun, and Prince William Counties, VA.

West Palm Beach-Boca Raton, FL. Coextensive with Palm Beach County, FL.

Wichita, KS. Butler and Sedgwick Counties, KS.

Wilmington, DE-NJ-MD. New Castle County, DE; Salem County, NJ; and Cecil County, MD.

Youngston-Warren, OH. Mahoning and Trumbull Counties, OH.

Appendix E. Kind-of-Business Classifications

GENERAL DESCRIPTION

Retail trade SIC Major Groups 52-59, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of goods.

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual.

Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group of other totals.

DURABLE GOODS

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and Other Building Materials Dealers (SIC 521).[1] Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments known as "home centers" are included here.

Paint, Glass, and Wallpaper Stores (SIC 523).[1] Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

Hardware Stores (SIC 525). Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526).[1] Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

Mobile Home Dealers (SIC 527).[1] Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

Automotive Dealers (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Motor Vehicle Dealers (Franchised)—New and Used (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552).[1] Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Auto and Home Supply Stores (SIC 553). Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Boat Dealers (SIC 555).[1] Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556).[1] Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Motorcycle Dealers (SIC 557).[1] Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559).[1] Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, gocarts, aircraft, and new automotive equipment and supplies, not elsewhere classified.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture Stores (SIC 5712). Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Coverings Stores (SIC 5713).[1] Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714). Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custommade draperies and slipcovers for household use also are included.

Miscellaneous Home Furnishing Stores (SIC 5719).[1] Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, and fireplace accessories.

Household Appliance Stores (SIC 5722). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household applicances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732). Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), sound reproducing equipment and home computers. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records.

Music Stores (SIC 5733).[1] Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC Major Group 59, part)

This includes all retail durable goods stores not elsewhere classified.

Used Merchandise Stores (SIC 593).[2] This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture, phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

Sporting Goods Stores and Bicycle Shops (SIC 5941).[3] Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

Book Stores (SIC 5942).[3] Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

Jewelry Stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy, and Game Shops (SIC 5945).[3] Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

Camera and Photographic Supply Stores (SIC 5946).[3] Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5947).[3] Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948).[3] Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Optical Goods Stores (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[2] Data for this kind of business are not shown separately but are included in the durable goods stores total.

[3] Data for this kind of business are not shown separately but are included in the larger group: GAF (SIC 53, 56, 57, and 594x).

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 part).[2] Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artifical limbs, drafting materials, typewriters, telephones, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

Department Stores (SIC 531). Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is $1 million or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

Variety Stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as catalog showrooms or country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542).[1] Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 543).[1] Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included.

Candy, Nut, and Confectionery Stores (SIC 544).[1] Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 545).[1] Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

Retail Bakeries (SIC 546). Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which may be baked on the premises.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

Other Miscellaneous Food Stores (SIC 549).[1] Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

Gasoline Service Stations (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of 'gasoline' and automotive lubricants and establishments known as "truck stops" which are primarily engaged in selling diesel fuel to truckers are also included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

Men's and Boys' Clothing and Furnishings Stores (SIC 561). Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 562). Establishments primarily selling women's and girls' ready-to-wear apparel.

Women's Accessory and Specialty Stores (SIC 563).[1] Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565). Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Shoe Stores (SIC 566). Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Furriers and Fur Shops (SIC 568).[1] Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

Miscellaneous Apparel and Accessory Stores (SIC 569).[1] Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

Eating and Drinking Places (SIC Major Group 58)

Establishments in this major group are primarily engaged in selling prepared foods and drinks for consumption on or near the premises and lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption.

Restaurants, Lunchrooms, Cafeterias, and Contract Feeding (SIC 5812 part).

Restaurants and Lunchrooms.[4] Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared food.

Cafeterias.[4] Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where customers serve themselves from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Contract Feeding.[4] Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institutions, etc., however, the management is always supplied by the contractor.

Social Caterers (SIC 5812 part).[5] Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business.

Refreshment Places, Ice Cream, and Frozen Custard Stands, (SIC 5812 part).

Refreshment Places.[6] Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

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[1] Data for this kind of business are not shown separately but are included in the larger group totals.

[4] Data for this kind of business are not shown separately but are included in the larger group: Restaurants, Lunchrooms, Cafeterias.

[5] Data for this kind of business are not shown separately but are included in the larger group: Eating Places (SIC 5812).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

Ice Cream and Frozen Custard Stands.[6] Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk.

Drinking Places (SIC 5813). Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug Stores and Proprietary Stores (SIC 591)

Establishments engaged in the retail sale of prescription drugs and patent medicines and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise. Included are drug stores which also have a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Liquor Stores (SIC 592)

Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous Nondurable Goods Stores (SIC Major Group 59, part)

This includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943).[3] Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies (excluding office furniture and machines).

Sewing, Needlework, and Piece Goods Stores (SIC 5949).[3] Establishments primarily engaged in the retail sale of piece goods, notions, sewing and knitting supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (Department Store Merchandise) (SIC 5961 part). Establishments with normally 25 or more employees primarily engaged in the retail sale by catalog and mail order of a general line of merchandise similar to that sold by department stores.

Other Mail-Order Houses (SIC 5961 part).[7] Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Automatic Merchandising Machine Operators (SIC 5962).[7] Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. Those products include candy, nut, and confectionery; milk and ice cream; other beverages; and tobacco products.

Direct Selling Establishments (SIC 5963).[7] Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. The merchandise includes building materials, hardware, and garden supplies; general merchandise, milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; and books and stationery.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982).[8] Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983).[8] Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas Dealers (SIC 5984).[8] Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk.)

Florists (SIC 5992).[8] Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993).[8] Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994).[8] Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

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[3] Data for this kind of business are not shown separately but are included in the larger grouop: GAF (SIC 53, 56, 57, and 594x).

[6] Data for this kind of business are not shown separately but are included in the larger group: Refreshment Places (SIC 5812).

[7] Data for this kine of business are not shown separately but are included in the larger group: Nonstore Retailers (SIC 596).

[8] Data for this kind of business are not shown separately but are included in the nondurable goods stores total.

GEOGRAPHIC REGIONS AND DIVISIONS

NORTHEAST

- New England Division
  - Maine
  - New Hampshire
  - Vermont
  - Massachusetts
  - Rhode Island
  - Connecticut
- Middle Atlantic Division
  - New York
  - New Jersey
  - Pennsylvania

MIDWEST (formerly North Central)

- East North Central Division
  - Ohio
  - Indiana
  - Illinois
  - Michigan
  - Wisconsin
- West North Central Division
  - Minnesota
  - Iowa
  - Missouri
  - North Dakota
  - South Dakota
  - Nebraska
  - Kansas

SOUTH

- South Atlantic Division
  - Delaware
  - Maryland
  - District of Columbia
  - Virginia
  - West Virginia
  - North Carolina
  - South Carolina
  - Georgia
  - Florida
- East South Central Division
  - Kentucky
  - Tennessee
  - Alabama
  - Mississippi
- West South Central Division
  - Arkansas
  - Louisiana
  - Oklahoma
  - Texas

WEST

- Mountain Division
  - Montana
  - Idaho
  - Wyoming
  - Colorado
  - New Mexico
  - Arizona
  - Utah
  - Nevada
- Pacific Division
  - Washington
  - Oregon
  - California
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  - Hawaii

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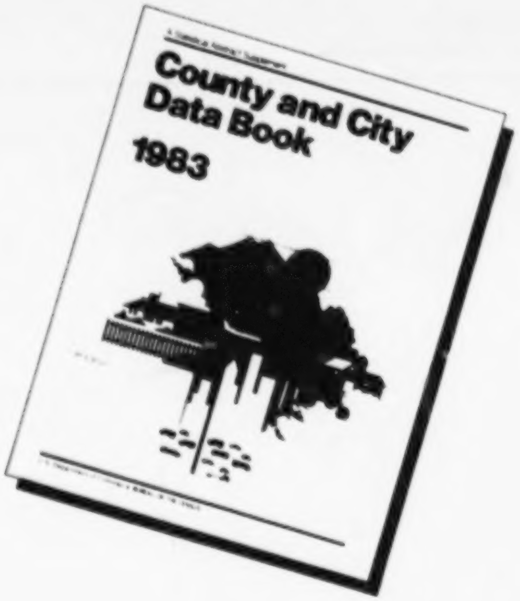

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